



PUTTING IT UP TO FATHER



COLGATE'S COLD CREAM

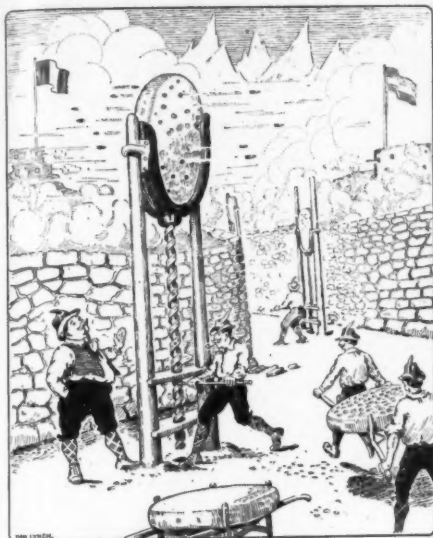
*Cleanliness
Comfort
Charm*

*Colgate quality — ask your dealer
the price**



A trial tube, dainty and attractive, mailed
for 4 cents

COLGATE & CO. Dept. 23 199 Fulton St. N.Y.
Makers of Cashmere Bouquet Soap — luxurious, lasting, refined.



AT PRESENT

MAKING CHEESE ON THE SWISS FRONTIER

Low-Neck for the Million

THE democratic spirit is still the inspiration of most contemporary things, including fashions. Current styles of street garb for women meet a democratic demand for low-neck for the masses. Why should the evening-dressed aristocracy have a monopoly of low-neck? If it is a good thing, if it is pretty, push it along! pass it around!

It is pretty, undoubtedly. The modified "V" shaped form of it gives quite a party effect to the streets.

The best binder for life is a wedding ring.

The next best is the one you see here, the price of which is



One Dollar

Address LIFE,
17 West 31st Street, New York

The binder is black cloth with gold lettering, and will hold twenty-six copies.

If you love music there should be a Victrola in your home

A Victrola has no limitations—with a Victrola you can hear practically all the music of all the world sung and played by the greatest artists, bands and orchestras. For within the pages of the Victor catalog there are more than 5000 vocal and instrumental selections for you to choose from.

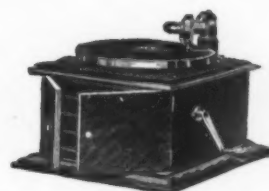
Is there not a place for a Victrola in your home? Some day you will surely have a Victrola, and when this day comes you will immediately realize that you have added to your home the one thing that will bring the greatest pleasure to every member of your family.

There are Victors and Victrolas in great variety of styles from \$10 to \$200, and any Victor dealer will gladly play any music you wish to hear.

Victor Talking Machine Co.
Camden, N. J., U. S. A.

Berliner Gramophone Co., Montreal, Canadian Distributors

Always use Victor Machines with Victor Records and Victor Needles—the combination. There is no other way to get the unequalled Victor tone.



Victrola IV, \$15
Oak



Victrola VIII, \$40
Oak



Victrola XVI, \$200
Mahogany or oak

The Promise of Eugenics

ONE of the chief troubles with the science of eugenics as it now flourishes is that it doesn't even promise much.

If it possessed, say, ten times the efficaciousness that its most ardent devotees claim for it, and if its merits could immediately be brought to the attention of the entire human race, and if everybody would at once begin to conform with the prescribed regulations, then possibly in the course of two hundred years or so, comprising eight or ten generations, a practiced observer might be able to detect some little change in the constitutions and by-laws of human beings—provided always that no world-wide war or other emotional cataclysm intervened in the meantime to disturb calculations and put reason of all kinds out of business.

WAR

As viewed
by

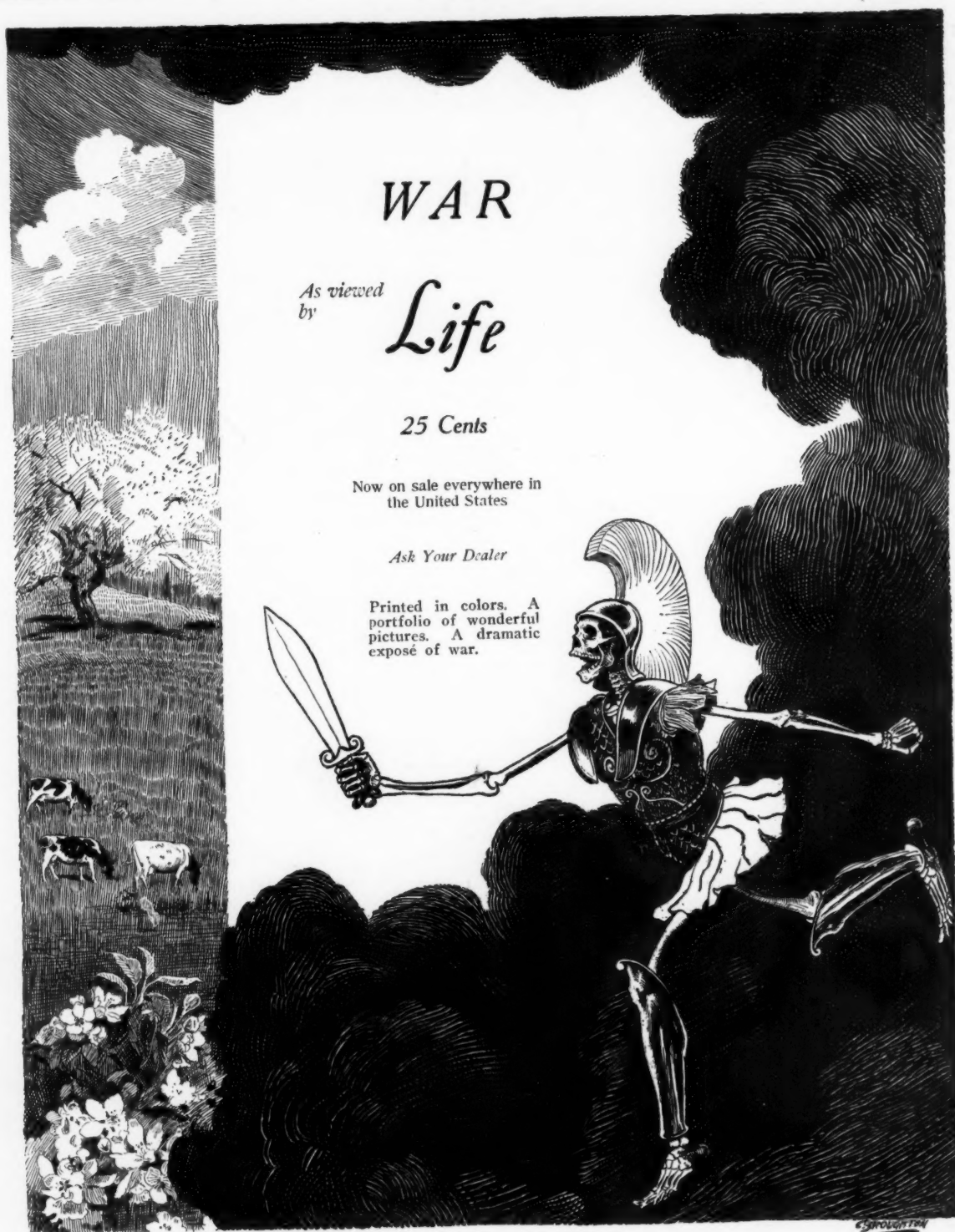
Life

25 Cents

Now on sale everywhere in
the United States

Ask Your Dealer

Printed in colors. A
portfolio of wonderful
pictures. A dramatic
exposé of war.



The Miniature Life, No. 3

is now ready. Send a two-cent stamp. Or,
send one dollar and secure a three months'
subscription to LIFE. See coupon.

SPECIAL OFFER—THREE MONTHS—ONE DOLLAR

Enclosed find One Dollar (Canadian \$1.13, Foreign \$1.26). Send LIFE
for three months to

Open only to new subscribers; no subscription renewed at this rate.

LIFE, 17 West 31st Street, New York

One Year \$5.00. (Canadian \$5.52, Foreign \$6.04) 64

The Single Exception

A SMALL, thin, nervous-looking but not unpleasant man moved up three seats in the car and sat down beside a portly gentleman who had just laid down his paper.

"Excuse me, sir, but this is a terrible war we're having."

"Terrible."

"Those Germans are great fighters, eh! Awful thing, these military systems. Do you know these battle figures stagger the imagination—did you get that phrase?"

"Yes, sir."

"Personally, I'm rather disappointed in the French, but as a nation, sir, I would have you understand that I have a great admiration for them. . . . English have showed up mighty well, too. I tell you, nothing like British stubbornness. Perhaps you've been in England."

"No, sir."

"Reminds me of the unfortunate plight so many of our Americans found themselves in. By Jove, sir, we can't appreciate it! The imagination shudders at such horrid details."

"I got it."

"And this brings me to another subject, about which, sir, I should like your candid opinion, and that is nothing more nor less than American diplomacy. When we take our place as the leading world power—"

"Excuse me, sir."

"Why, you don't seem to be interested in my conversation."

The other man glared.

"I'm not, sir," he roared. "Your conversation doesn't interest me an atom, you don't interest me, and you'll oblige me by keeping your mouth shut! You're a first-class idiot!"

The small man smiled.

"Never met my wife, have you?" he asked.

"No, sir. Don't know her from Adam. Wouldn't meet her if I could."

"There, sir, is where you make your mistake, for you're the one person in the whole world I have ever known her to agree with."

Dr. A: Why do you always make such particular inquiries as to what your patients eat? Does that assist you in your diagnosis?

Dr. B: Not that, but it enables me to ascertain their social position and arrange my fees accordingly.

—Topeka Journal.

P&O
Peninsular & Oriental S. N. Co.
Frequent Sailings, India, China,
Philippines, Japan, Australia,
New Zealand, Winter Tours in
India. Round World Tours.
For full information apply
Cunard Line, 21-24 State St.,
New York.

HENRY FORD'S FEDERAL

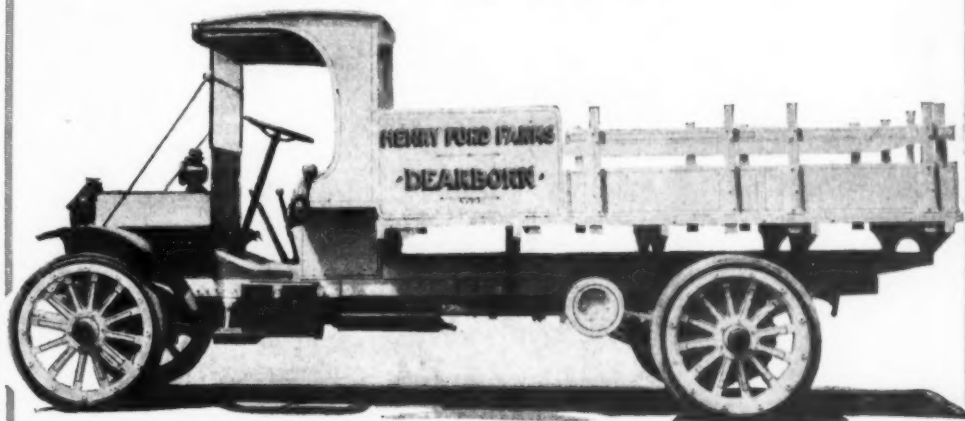
THE wizard of the automobile industry, Henry Ford, bought a Federal Truck for use on his large farm at Dearborn, Michigan.

He selected the Federal as the most efficient, dependable and economical means of solving the haulage problems on his estate.

The Federal policy of concentration on one model only was largely responsible for this purchase. The Federal truck has proven in long active service to be the standard in design, materials and construction.

It is a significant fact that great numbers of the other leading motor car and parts manufacturers have also adopted Federalized Transportation in their own business. They realize that the Federal is built for and gives the service they must have.

Our Transportation Engineering department will give you facts about haulage in many lines of trade and show you what Federalized Transportation will save you in your own business.



FEDERAL MOTOR TRUCK COMPANY
DETROIT, MICHIGAN

Laudable Persistency

IT is a pleasure to observe that the railroads are not going to abide by the recent rate decision of the Interstate Commerce Commission unless they are forced to. What they ask for, something like one hundred million dollars, as an annual additional contribution from the public, is too big a stake to be sidetracked merely because a responsible body of fair-minded men considered all the facts carefully and decided that the demand was unjust.

This is not a question of justice. It is a question of wanting something big and leaving no stone unturned to get it. One hundred million dollars a year is worth going to a great deal of trouble to procure.

Let that solid, dogged phalanx of railroad presidents keep right on. Let them neglect their service to whatever extent is necessary to put this important matter over.



1/2 Ton Less Weight

THE NEW LIGHT BAKER ELECTRIC

Weighs a *Full Half Ton Less* Than Many Other Electrics

Easy Steering: High Speed and Mileage: Reduced Upkeep Cost:

Steering is *no* effort. Imagine the relief in being rid of 1000 pounds when driving over a rough pavement through a jam of traffic. And speed! 23 miles per hour—probably the greatest ever built into an electric coupe. Better speed and just as good mileage with 32 cells of battery as heavier electrics with 40 to 42 cells—weight is the greatest handicap to both speed and mileage. Much lower cost of upkeep—weight is the most *expensive* thing about a motor car; it wears out tires, consumes power, grinds out bearings, increases repair bills. Longer life of car—excess weight pounds itself to pieces. Rides with unusual comfort—light body hung low on long chassis equipped in the rear with *Cantilever* springs. Light, graceful exterior impossible with heavy bulky cars.

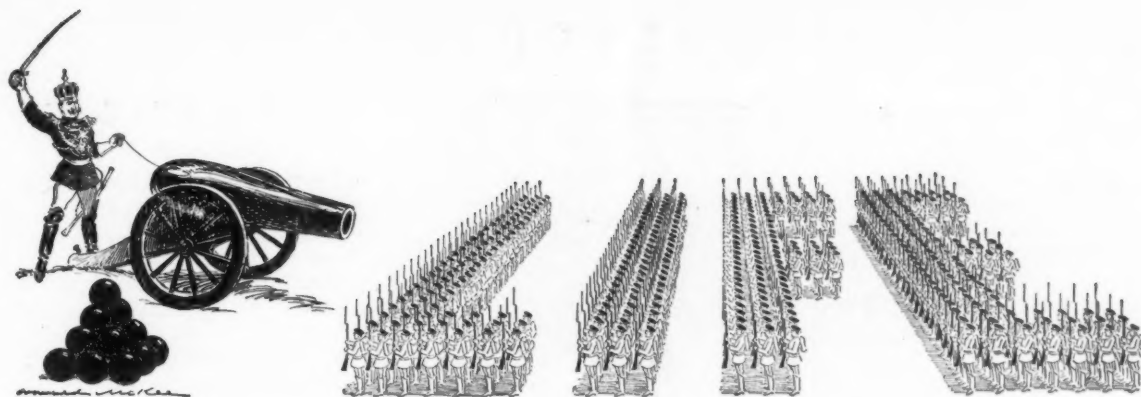
Unique Seating Arrangement: 98 per cent of the time electrics carry four passengers and under. 71 per cent of the time, one or two passengers. The new light Baker is designed to meet these actual conditions. It is a roomy four-passenger Coupe, *instantly convertible into a two or a three-passenger car* merely by folding back the front seats (new disappearing type) out of sight and out of the way. Think of the pleasure of riding without empty front seats.

Advanced Equipment: Frameless windows throughout; front window drops way down. Invisible drip moulding; fixed rain visor. Mechanical window lifts; automatic circuit breaker; automatic door switch for interior lighting; combination eight-day clock and odometer. Worm drive axle; crown metal fenders. Exquisitely rich interior upholstered with exclusive imported fabrics in beautiful Poiret colorings. *From every standpoint this new light Coupe is the finest Baker Electric ever made.*

COMPLETE STORY WITH PHOTOGRAPHS MAILED ON REQUEST

THE BAKER MOTOR VEHICLE COMPANY, CLEVELAND

Five-passenger Double Drive Broughams, Roadsters—Complete Line of Commercial Vehicles Ranging from 1000 Pounds to Five Tons



War Terms

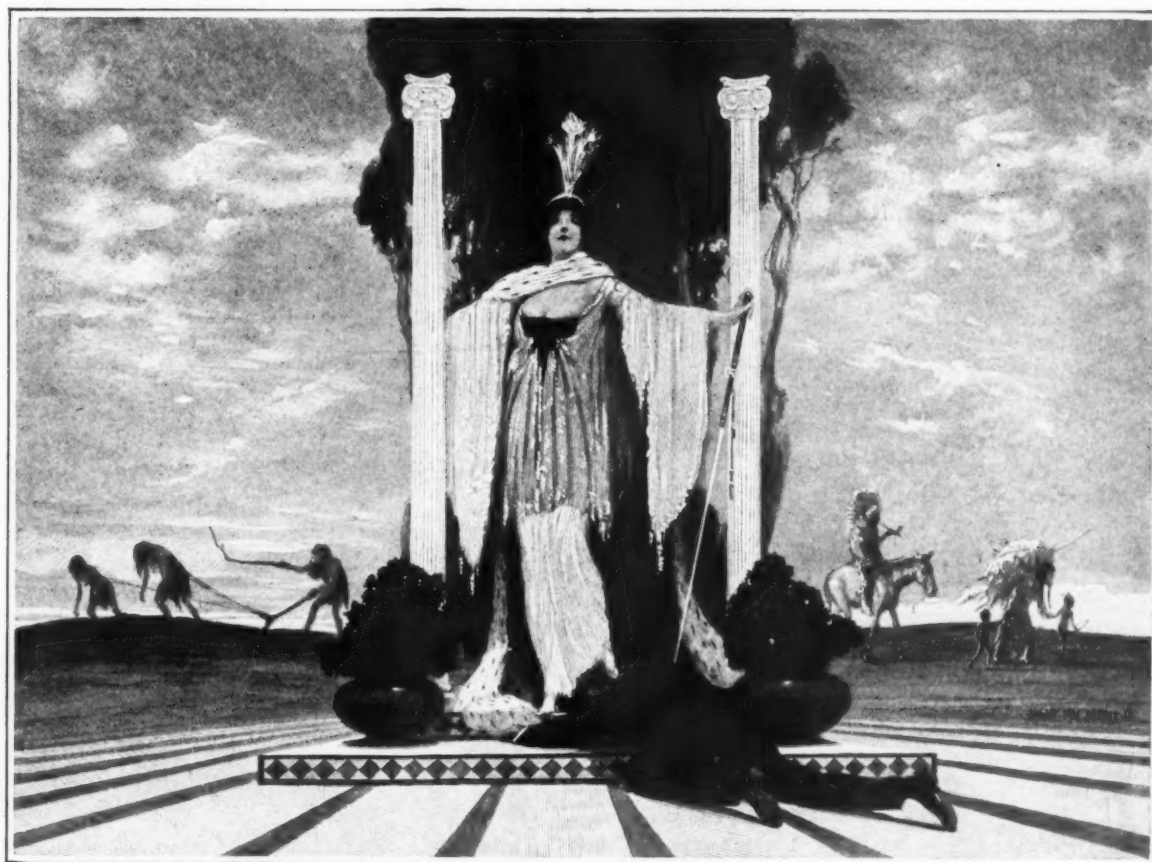
ENEMY IN FORCE—Anything over a million.

CASUALTIES INCONSIDERABLE—Anything under ten thousand.

SKIRMISH LINE—Anything under two hundred thousand.

ATROCITIES—Constant occupation of enemy when not being defeated.

FALLING BACK—How enemy spends most of his time when not committing atrocities.



THROUGH THE AGES

Life's Fresh Air Fund

SEASON 1914.

Income.

| | |
|------------------------|-------------------|
| Balance forward from | |
| 1913 | \$ 729.69 |
| Contributions | 5,555.71 |
| Marion Story Fund..... | 210.60 |
| Interest | 236.48 |
| | \$6,732.48 |

Disbursements.

| | |
|---------------------------|-----------------|
| Help | \$2,270.83 |
| Transportation | 798.00 |
| Food & Supplies..... | 2,149.87 |
| Repairs | 35.21 |
| Miscellaneous Expenses... | 550.03 |
| | 5,803.94 |

Balance **\$ 928.54**

Season opened June 23d.
Season closed September 1st.
Children entertained, 1,016.
Average cost per child, \$5.71.

THE following portions of a letter from Rev. U. O. Mohr, our superintendent at LIFE's Farm, may be of interest to friends of this charity:

"Our total expenditure at the Farm for the past season will be found to be \$5,803.94, which includes all repairs, transportation, painting, inside and out, salaries, supplies, etc., and show that we entertained for two weeks each 1,016 children. This is thirteen more children than in 1913 at a total less expense of \$75.26. The encouraging explanation of this is that the railroad company made



"HOLD ON, NOW—LET'S ARGUE THIS THING!"

us an additional reduction of fares under last year and that we made advantageous contracts with our grocers long before the war prices began to prevail. Children are required to eat as much as they can, but there is no waste of any kind permitted. We were compelled to refuse applications from many hundreds of children for want of room, and have already on file applications for 1,075 children for next summer (1915), having besides promised 600 children an outing for that season.

We are at a loss to know what to do with the increasing family of LIFE's Fresh Air children. Not the least of our troubles arises also from the fact that many parents who themselves were guests as children of LIFE during the past twenty-seven years are now insisting that their children shall have an outing on LIFE's Farm or nowhere.

The season opened June 23d and

News of the Day*(As It Ought To Be.)*

DURING the past twenty-four hours there has been no disaster at sea.

At a meeting of the Republican National Committee it was resolved, as a matter of courtesy, to discontinue all calamity howling, and give the administration the benefit of the support of all citizens, irrespective of politics. Uncle Joe Cannon presided.

John D. Rockefeller, Sr. and Jr., met, and, after a long conference, decided to make a present to the United States Government of all the mines located in Colorado or elsewhere owned by them.

A man who carried a lighted cigar into a Broadway car, letting the fumes add to the discomfort of several ladies, was arrested, the railway company announcing that hereafter vigorous measures would be taken to enforce the rule hitherto neglected.

Car-fares in New York were reduced to three cents.

Congress passed resolutions announcing that hereafter its members would not be controlled by labor leaders in their votes on labor questions.

closed on September 1st. Of the 1,016 children taken to the Farm during that time, one (1) only had to be sent home on account of homesickness and none on account of sickness, as there was none of it whatever, and therefore no doctor.

U. O. MOHR."



WAR NOTE

"THE GERMAN ADVANCE WAS DECISIVELY REPULSED"



THE BLACK HAND



Removing the Cause

ALADDIN threw down the latest war extra impetuously and rubbed the lamp. The genie, who didn't even have time to put on his Prince Albert, appeared in his shirt sleeves.

"Bring me all the diplomatists of Europe."

"Yes, sire."

The genie touched with his extension wand the bachelor apartment Aladdin was sitting in, and it immediately began to enlarge itself to the proper proportions to accommodate the crowd. Then he went and got the diplomatists of Europe. Aladdin looked them over critically.

"You're a fine bunch!" he ejaculated, when they were all seated.

He waved the paper in the air, and once more rubbed the lamp.

"Here, you dusky old last-year's model, wait here until you fill my orders. Fetch me some modern explosives."

"Yes, sire; what kind will you have?"

"What kind have you?"

"Bombs in assorted sizes, nitro-glycerine in dress suitcases, sixteen-inch shells, gun-cotton pillows—anything you want."

"Well, make me up a combination order—something that will please the children and look well on a dark night, and be heard in every government circle; say, about a million dollars' worth."

The genie returned with the combination order.

"What shall I do with these things, sire?"

Aladdin waved his war extra at the rather large and—to be fair—extremely intelligent-looking audience of accomplished liars.

"I'll see whether you will ever cause another war!" he exclaimed. "Here, Lampy, distribute them under these gentlemen—neglecting no one—mind you—lay a wire, and order my car."

"'Tis done, sire."

About thirty miles in the suburbs, Aladdin rubbed the lamp again. The genie appeared, holding the other end of the wire. Aladdin smiled grimly as he folded one of Woodrow Wilson's frank statements and put it in his pocket for future reference.

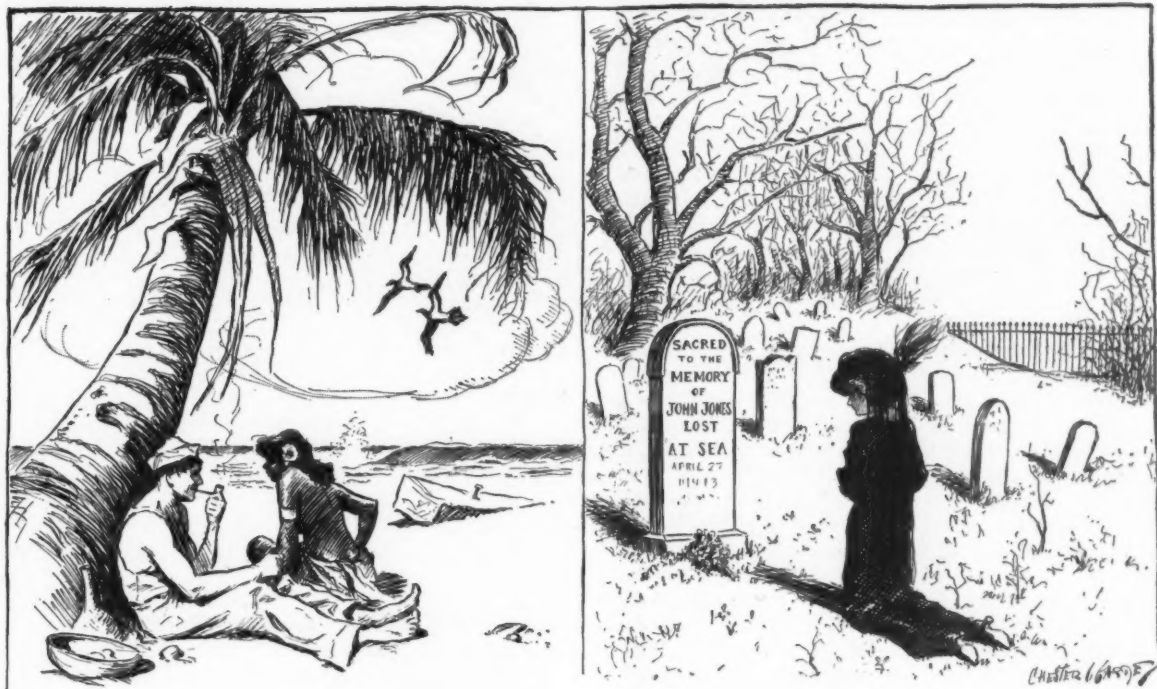
"You may fire when you're ready, Gridley—or whatever your stage name is."

The Opportunist: BY THE WAY, SIR, I WISH TO MARRY YOUR DAUGHTER

NOBODY seems to have acquired a monopoly of war. It is still a highly competitive industry.



THE AVERAGE SUBSCRIBER'S IDEA OF A TELEPHONE EXCHANGE



"East Is East, and West Is West, and Never the Twain Shall Meet"

The Back-Seaters

EUGENICS.
 Cook's tours.
 Sexologues.
 Militants.
 Margin traders.
 { Republicans.
 { Progressives.
 Villa.
 Insurgents.
 Professional humorists.

Beauty and the War

THE effect of the war upon beauty in this country is becoming more and more serious every day. Owing to the enormous increase in price of chemicals largely used in beauty parlors, cosmetics, lotions, bleaches, massage creams and the like, many of our most beautiful creatures are finding it difficult to supplement nature to meet the demands of twentieth-century beauty. Peace mediators should not fail to add this argument to their repertoires.



FINGER BOWLS—EARLY ENGLISH

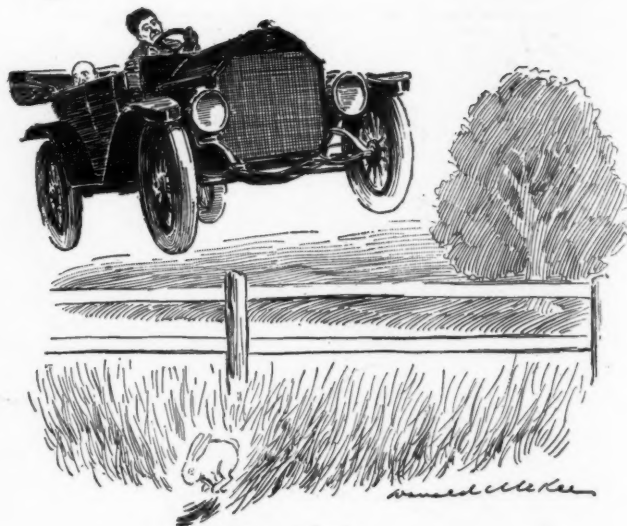
Dr. Goldwater and the Dogs

HEALTH COMMISSIONER SIGISMUND SCHULZ GOLDWATER says that in requiring all dogs to be muzzled, even those on leash, "New York is simply following a policy carried out in Berlin, Vienna, Munich and other large cities".

Well, well! If Health Commissioner Goldwater intends to Germanize New York he is unfortunate in beginning just now when Germanization happens not to be popular. Berlin, Vienna and Munich are not names one would choose to conjure with in New York at present. Let him quote to us Dublin, Jerusalem and Naples, where our New Yorkers come from.

Dr. Goldwater says: "I would willingly see every dog in America swept into the sea rather than cruelly sacrifice one precious human life." That is a foolish remark. Dr. Goldwater undervalues dogs and overrates, possibly, the value of human life. He makes it seem as though there was a rivalry between dogs and human beings for possession and enjoyment of a limited amount of life. Of course that is nonsense. The point of view of human beings is the one that counts in this world, and from that point of view the value of dogs is in making life more tolerable or agreeable to human beings. Scores of precious human lives are spent or used up every day in the effort, direct or indirect, to give happiness and physical comfort to human beings. Nobody seems to mind that expenditure very much. If dogs give happiness to human beings, they are worth a price, even in precious human lives.

Of course they do give happiness to human beings. Affection is one of the most precious things in the world; the



BASEBALL TERM
AN INFIELD DRIVE



"COME ON, LET'S PLAY."
"WHAT'S THAT?"

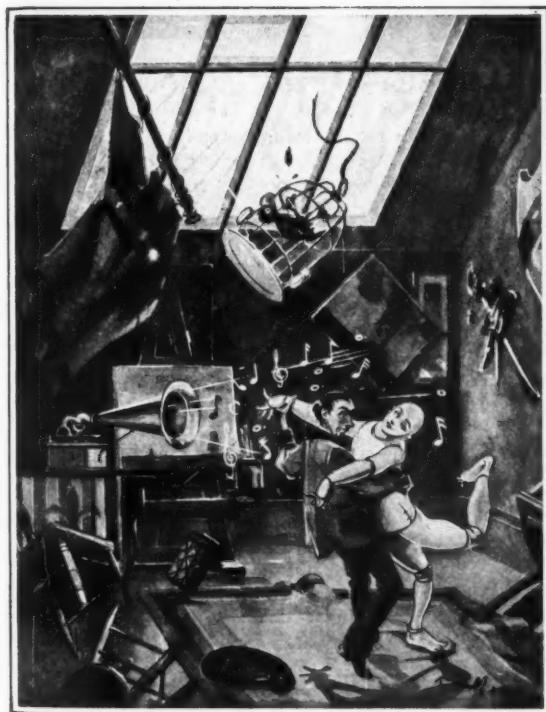
chief of the cheering, alleviating things that make life endurable. Dogs love human beings quite irrespective of their deserts. For that reason they are a great solace and help to people who are not enough loved and who do not love enough. Of all the creatures they are the ones best suited to be companions of men, and particularly of children. Dr. Goldwater, who tells us how they do in Munich and Berlin, seems to see dogs from the industrial standpoint. Industrially they are not much. In Belgium people get work out of them, but not in New York. Commercially they are not important. They do not produce soap-grease, and even if their fur or hides are valuable, of course the cities are not fit places in which to raise animals for fur or hides. No, the only value of city dogs is sentimental. We put up with them for love and nothing else; for the love they give—a great sum; and for the little we are able to give them back in return. That they are better off in the country than in town, that they must not be allowed to be a nuisance or a danger in cities, everybody admits. But they are of far more value even in towns than Health Commissioner Sigismund Goldwater seems at all to understand, and have more friends, probably, than he suspects.

The Berlin view of the world as a perfected machine, with every human cog in its place and working under direction, and all the inutilities banished or shot, and nobody inviting his soul—tut, tut! Dr. Goldwater, have you got that terrible nightmare in your head that you speak so scornfully of dogs?

To require that dogs in leash should be muzzled is particularly absurd, since the excuse for muzzling dogs is the fear of rabies, and the danger of that, what there is of it, is a danger from dogs running wild in the street. If there was ever a case of rabies traced to a dog in leash Dr. Goldwater ought to tell about it.



HINTS TO HELP
THE TIME TO STRIKE FOR MORE WAGES



DAUBER, WHO IS A LITTLE OUT OF PRACTICE, RECEIVES
AN INVITATION TO A DANCE

What Will They Think?

THE wonderful rush of the German armies from Belgium to Paris was immensely instructive. So were the reports of the exhaustion of the German troops when they had reached the side-lines of Paris and had to begin to retreat.

A terrible, terrible thing is the *furor teutonicus*; dangerous to all comers, but especially to Teutons. What will the survivors of those driven battalions of Germany think about it when they get home? They have seen the *furor teutonicus* at work; they have felt the drive of it; they have been subject to the orders of the agents of it; have been goaded by their swords, lashed sometimes across their faces by their whips. They have seen German lives spent as lives have never been spent before in Western Europe. They will know the terrible futility of that expenditure. What will they think of the *furor teutonicus*, of militarism, of government by a caste?

Can they think? Can the common Germans think? Or has the power to think been thrashed out of them under military discipline?

THE suggestion that, in order to help along the cotton industry, everybody should buy a bale of cotton, merits consideration. It will undoubtedly help the cotton industry. But if this is a matter of principle, why should the cotton industry be an exception? Why should not everybody buy a baby carriage? Or a railroad train?

Maeterlinck Sees Red

MAURICE MAETERLINCK, a Belgian, says the Belgians must not forget their terrible experiences nor feel presently that, after all, the mass of Germans may not be so bad. "We must be pitiless," he says; "the Germans are guilty in the mass; they did what it was in them, and always will be in them, to do; they must be destroyed like wasps. Let there come a thousand years of civilization, of peace, with all refinements, the German spirit will remain absolutely the same as to-day, and, given opportunity, would declare itself under the same aspect and with the same infamy."

Maurice seems to be a good deal stirred up. Probably he has been to Louvain. But to destroy the Germans is too large a contract.

Moreover, this idea that a whole race of men is incurably impossible, though excusable in Maeterlinck for the moment, is a very mischievous idea. It is cousin to the idea the Germans seem to have cultivated about the Slav, and to their further notion that the Teuton is the Only Hope. But "Teuton" in the German mind includes all the races of Northern Europe—British, French, Belgian, Dutch, Scandinavian, Celt and even Slav itself, unless it is too much mixed with infusions from Asia. The Germans have not professed a pious purpose to destroy even the Slavs "like Wasps", and as to the Belgians, their professions about them were most polite. All the Germans want of the Belgians is complete control of their country and their great port. They have not professed yet to see a need to exterminate the Belgians. Germanized and subjected to the direction and discipline of the German military caste, the Belgians might look pretty good to Germany.

Of course that is what gives intensity to Maeterlinck's wrath and gives extension to the sentiment that when the final settlement comes Belgium ought to have Berlin.



The Moralist: DON'T BE MAKIN' FUN UV HIM, TOMMY;
YOU MIGHT BE LIKE DAT YERSELF SOME DAY!

Everybody's Next Friend

OUR Uncle Samuel has now on hand very much the largest stock of embassies and legations ever carried by one dealer. He had to ask for a million dollars the other day just to use as small change in the transaction of his borrowed business. Uncle prides himself a little on keeping in the amateur class in diplomacy, but perhaps his experience this year may help to persuade him to branch out a little and get permanent premises in the foreign cities. They seem to think of him over there as permanently in the business, and he might as well recognize that he is.



Exonerated

BUT when certain persons who were injured sued for damages, the company set up the plea that the wreck had been an act of God, and in support of their contention they called the chairman of their Board of Directors to the stand.

"Did you," he was asked, "have your pastor distinctly tell the Lord just how it would be if he let the Democrats have control of the government?"

"I did," replied the chairman.

"And the Lord went right ahead notwithstanding?"

"Yes, sir."

"With what result?"

"With the result that we had to retrench."

"What, in modern railroading, does retrenchment consist in?"

"It consists in discharging trackmen."

"When you discharged your trackmen did the track fall into disrepair?"

"It did."

"And the disrepair was the cause of the wreck—the proximate cause, I mean?"

"It was."

Of course, on so conclusive a showing the jury could do no other than find for the defendant corporation.



"COME HERE! QUICK! THERE'S A STEGOSAURUS SCRATCHING UP THE GARDEN!"

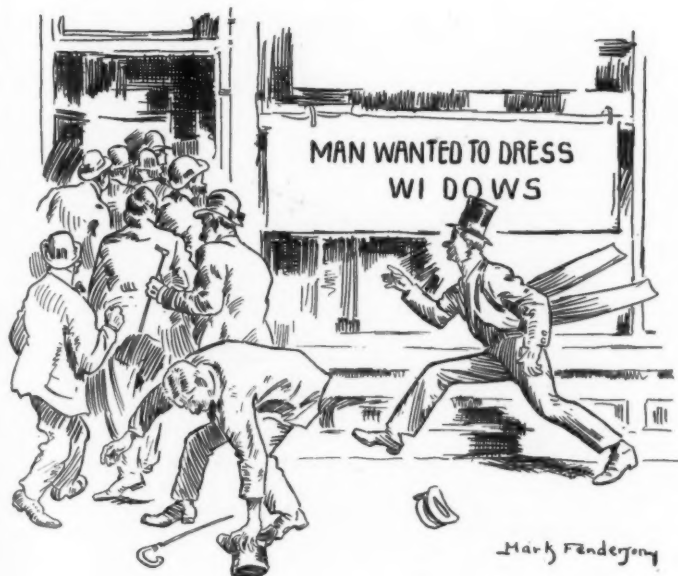
A New Literary Order

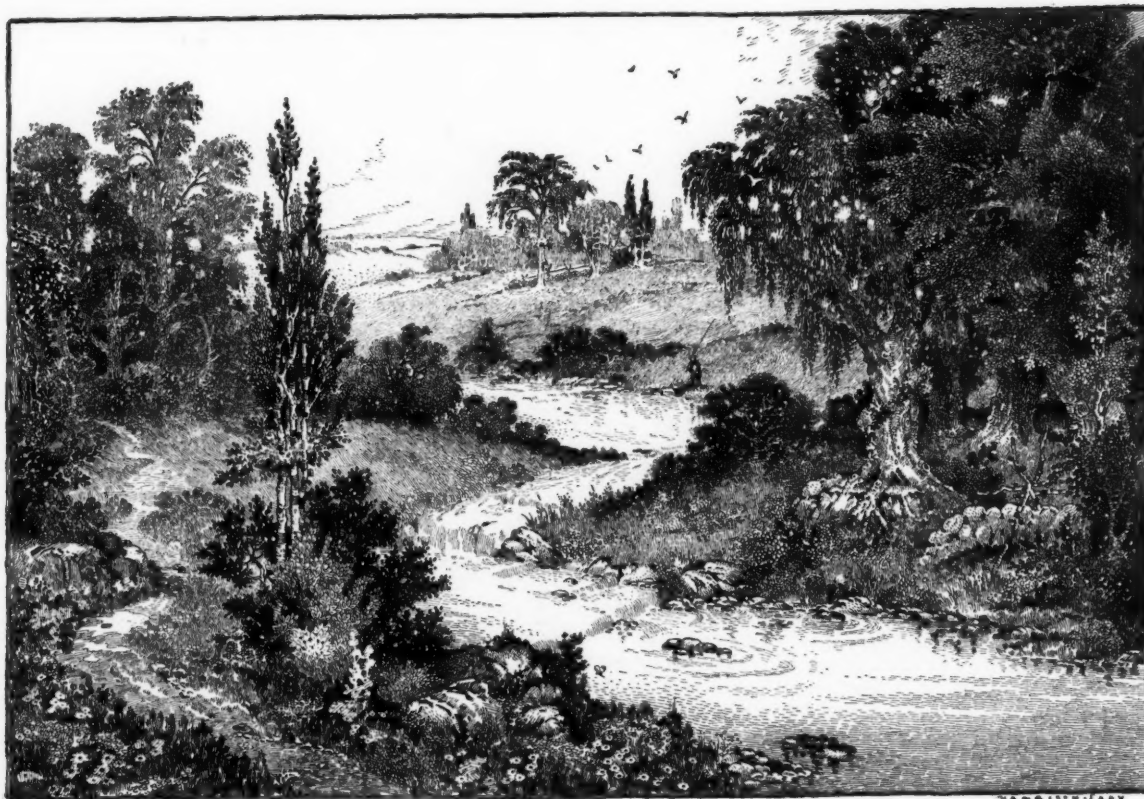
WHEN the Powers rearrange the map of Europe it might be well for us to rearrange the literary map of America. Hitherto there has been too much literary liberalism afloat.

The works of Edith Wharton and Henry James should be limited to cities and barred from the suburbs, where they have been largely instrumental in producing a forced growth of highbrowism. All suburbanites are divided into two classes—those who ride about in autos and don't think, and highbrows. Under the James-Wharton influence these minds—mostly feminine—become more intolerable than ever. But city people, on whom all subtlety is lost, can read these two authors with impunity.

Robert Chambers should undoubtedly be limited to Kansas, where the principles of prohibition are impregnable, and the contemplation of the contortions of a depraved society would afford only amusement, without any harmful effect.

George Barr McCutcheon should be confined to Boston and other centers of irrational thought, where the niceties of literary workmanship have resulted in an over-appreciation of such things, or at least is supposed to have done so, which doubtless amounts to the same thing.





REAL ESTATE—UNIMPROVED AND

Historical Fragment

THE idea of having the farmers sell their products direct to the people in cities was so revolutionary that it naturally at first filled many able minds with consternation. After this had passed, however, a supreme genius arose, who suggested somewhat timidly—owing to the probable loss of personal dignity which his suggestion might incur—that the idea should be extended.

"If," he said, "by simply reserving a couple of vacant city lots where the farmers can gather, the people can obtain vegetables much fresher and lower in price than ever before, why not cut out the middleman altogether?"

Thereupon the Authors' League hired another vacant lot and celebrated thinkers and literary artisans talked their ideas direct to the consumers, thus dispensing with printing-presses and publishers who had, up to this time, begun to regard themselves as almost necessary.

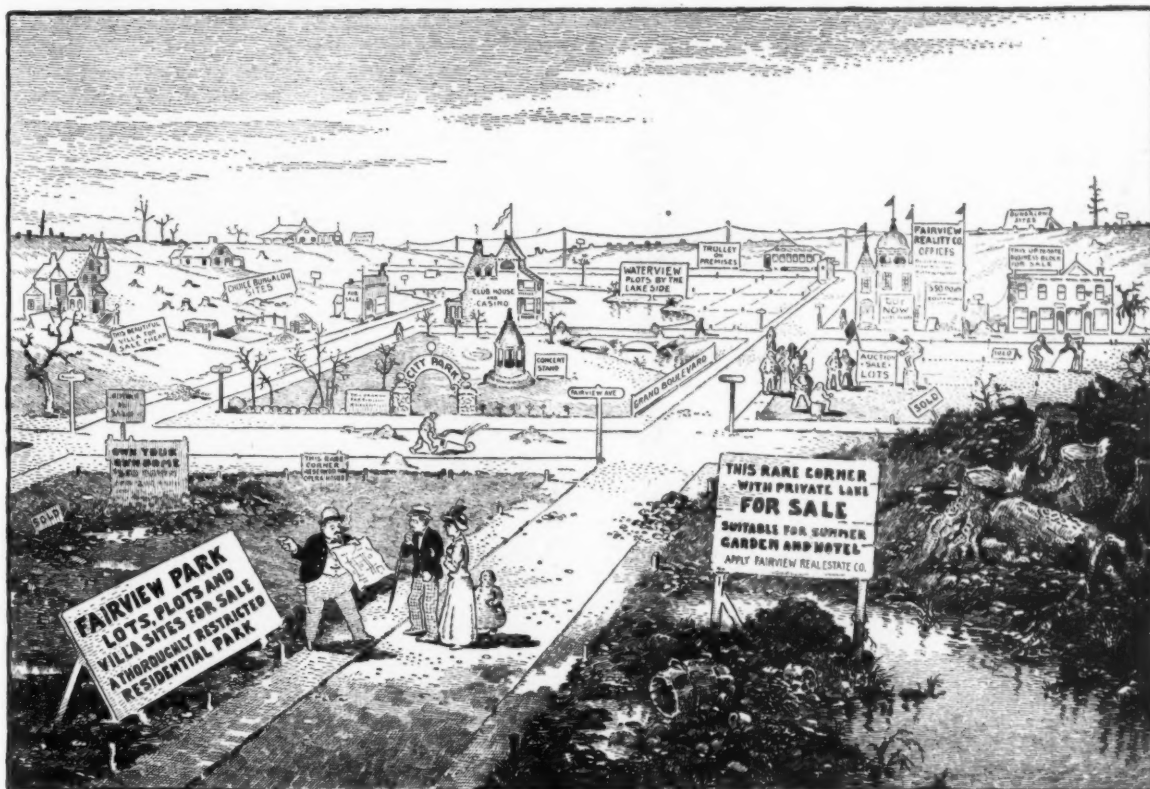
It was even declared that in due course of time pipe lines would be run from the Pennsylvania oil wells to certain street corners in cities, thereby making the Standard Oil Company what is known in cerebral circles as a "negligible quantity".

The consent of the government, however, being necessary, some people thought this might not be accomplished . . .



Professor's Wife: I SUPPOSE YOU HAVE HARD WORK AND SMALL PAY?

Piano Mover: OH, WE'RE NOT REGULAR MUSICIANS, LADY; WE JUST DELIVER GOODS.



IMPROVED

DREADNOUGHT—A chip on the shoulder of a nation.

Baseball for Germany

BASEBALL was said to have an excellent effect on the Filipinos and to have diverted their minds helpfully from hostilities.

Wouldn't it be a good prescription for the Germans by and by? They are a bit too intense. They have needed diversion, and will need it again presently. Baseball and perhaps football might divert them profitably, besides helping to keep them in good physical condition without so much drill.

They have good enough home grounds and the best beer in the world.

If the world, as it appears, is not going to be Germanized, something ought to be done to humanize the Germans. The world and the Germans ought to get together.

How To Mend a Broken Heart

IF it belongs to a lady, go out and get a perfectly good heart belonging to a gentleman. Keep the good heart in the vicinity of the broken one for a given length of time, and the broken heart will be observed to mend gradually and become whole again.



"TO OUR WIVES"—GOD HELP THEM

Our Class in Modern Journalism

"NOW, children, please listen carefully on this beautiful morning, when all nature smiles and naughty little boys are, with discordant cries, playing baseball just outside the window, and trying their best to divert our minds from becoming useful citizens by learning how to read the newspapers and thus encourage and maintain the great art of advertising. What kind of a sentence, by the way, is that which I have just given for the benefit of the class?"

PUPIL: A long one.

"Correct. And where would you be most likely to see such a sentence?"

PUPIL: On the editorial page of the New York Times.

"Very good. And perhaps some bright little boy or girl can tell me what an editorial page is. No answer? Nobody knows, then, just what it is? Let us proceed. Of what is an editorial page composed?"

PUPIL: Editorials.

"Splendid! Is that all?"

PUPIL: No, sir; sometimes it is composed of letters to the editor, funny pictures, cartoons, humorous pieces from comic papers, and advertisements.

"You surprise me, Willie. It is not usual for advertisements to be on the editorial page."

WILLIE: Oh, yes, it is. My father says you can't see them, but they are there.

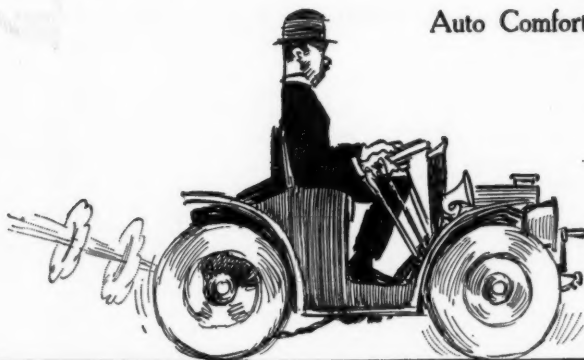
"And what, my dear Willie, do these advertisements you mention advertise?"

"Oh, lots of things. They advertise next Sunday's paper, certain kinds of stocks and bonds in which the editor is interested, and opinions."

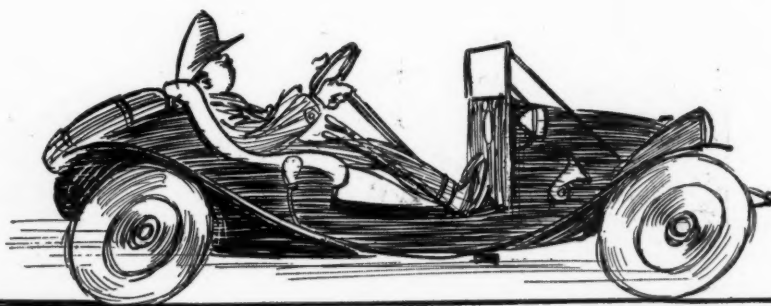
"Opinions! You surprise me greatly, Willie. Whose opinions?"

WILLIE: Why, sir, the editor's. You see—so my pa says, and he reads them—the editor's opinions are the best things he has to advertise, and how can he show his confidence in his paper as an advertising medium any better than by advertising in it his own opinions?

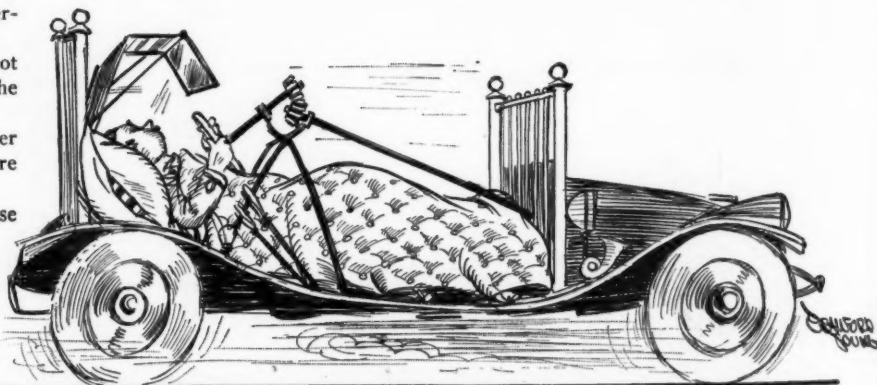
Auto Comfort



PAST



PRESENT



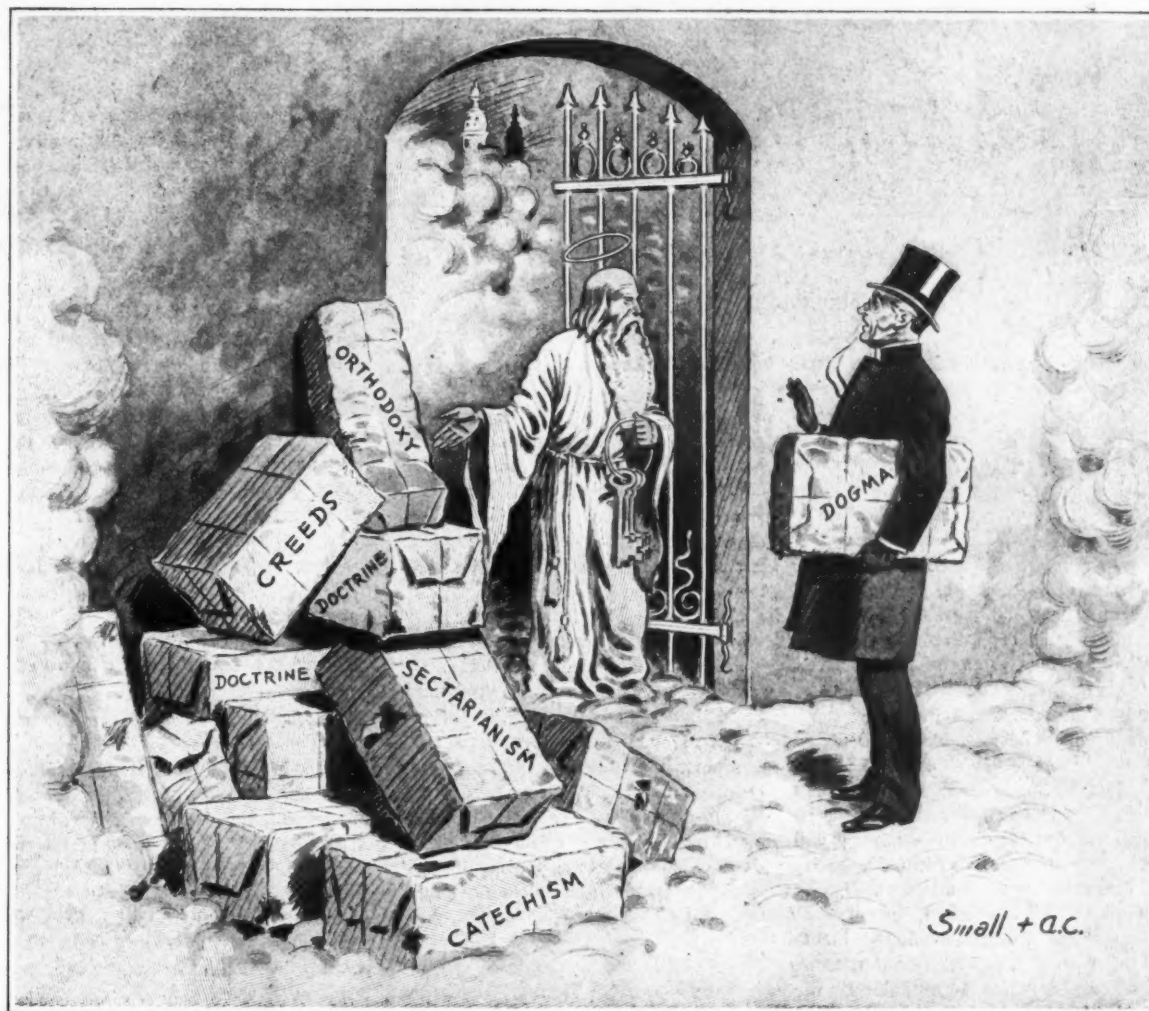
FUTURE

"Thank you, Willie; you are one of our brightest little pupils. The class will now spend the rest of the morning and afternoon session in trying to extract some rays of human intelligence from a leading editorial in the New York Herald."

More Modern

ATLAS set down the world and got on top of it.

"The next time I carry the world on my shoulders," said he, "I think I'll make a stock company out of it."



"BEFORE YOU COME IN YOU MIGHT JUST LEAVE YOUR PARCEL WITH THE REST OF THE RUBBISH"

What Would Lycurgus Think?

A FEW weeks ago the Supreme Court of New Jersey rebuked the State Legislature, which, it held, had infringed the liberty of the citizen.

The citizen in question was feeble-minded, and the Legislature had denied him the right to populate the State with more of his own kind.

Two months ago the leading nations of Europe stripped themselves of the chief hope of the next generation, fourteen million citizens, the flower of manhood, forbade these youths to think of establishing homes and fami-

lies, and condemned them to far greater risk of violent death than a murderer runs in any country of the world.

Imagine the outcry if one of these warring nations should set a regiment of insane men, of cripples or consumptives, in the forefront of battle! Our civilization is tender only of the unfit. When a government proposes eliminating these defectives, to free the nation from a staggering burden, high disapproval frustrates every move; but if it proposes immolating its finest citizens to some fancied commercial

advantage—that is a religious and patriotic occasion.

Why is an idiot's posterity more sacred than an engineer's? Why are insane asylums immune when colleges are to be decimated?

If defectives continue to enjoy every right under the protection of benevolent governments, and normal young men by tens of thousands continue to die sweetly and decorously for their countries, isn't it possible that in a few generations even an idiot may not be able to find a country worth dying for?



OCTOBER 8, 1914

"While there is Life there's Hope"

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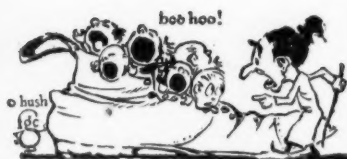
LIFE PUBLISHING COMPANY

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THE interesting thing ahead when the fighting is finished is the unscrambling of Europe. The

German mind takes no account of it. It is all for making Europe a great German trust, capitalized high enough to give a huge profit on the war, full of subsidiaries, and with "common" and "preferred" and the other trimmings. The German idea is to do all that by main strength and then keep it done by main strength. The plan has all the charms that made the argument for our big trusts—economy and efficiency of administration, capacity to do large things on a large scale, and all that. All the small, independent concerns of Europe would be incorporated into the big German trust, and made fabulously profitable to the owners by a perfected organization and the extirpation of competition. No more Belgium, no more Holland, no Switzerland, as little England as possible, a pared-down France and a grand, gigantic Germany.

But the English idea seems to be quite different.

We want this war to settle the map of Europe on national lines and according to the true wishes of the people who dwell in the disputed areas.

After all the blood that is being shed we want a natural and harmonious settlement which liberates races, restores the integrity of nations, subjugates no one and permits a genuine and lasting relief from the waste and tension of armaments under which we suffered so long.

So Winston Churchill, first Lord of the Admiralty, and what he says is

a proper sentiment for England who cannot hope to occupy this world by her unaided force, and has need of contented neighbors to work with. Part of the great problem will be to devise due possibilities of contentment for all the Germans except the military caste, and not even that can the Allies shirk. There will be sixty-odd million very valuable Germans left when the war is over, and that is far too many people to be left with punctured hopes or without a satisfying vision of the future. Somehow matters must be handled so that in twenty years Germans will say: "After all, it was a good war for us. It delivered us from militarism and Pan-Germanism and left us free to live and work and trade in a world no longer unfriendly."

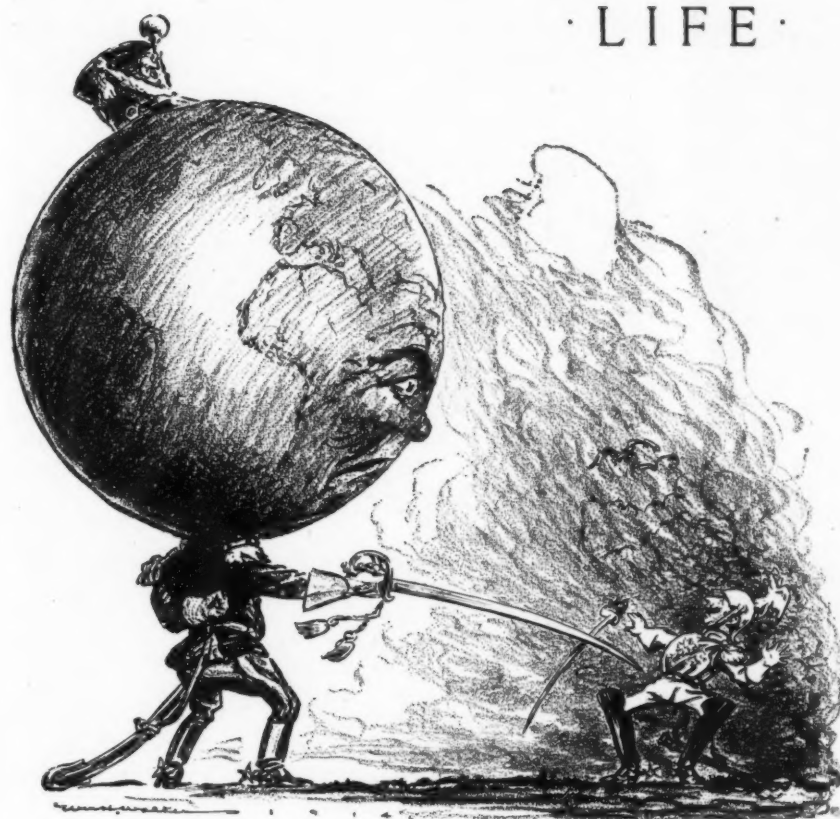


THIS war is an enormous process of civilization, and it is as a process that we should look at it—a process that came inevitably out of the preparations made for it and the defects in the world-arrangement that preceded it. We ought to feel confident that out of all the killing and destruction that is going on now ideas and considerations and concessions will come to birth that will be worth the terrible cost and anguish of the accouchement. There is a German point of view that, with all its unconscionable terrors and brutalities and its dreadful entanglement with mili-

tarism and the gospel of force and Prussian Junkerism, is not all nonsense. These Germans that are being killed by regiments ought to be carrying their civilization to the parts of the world that need it. As far as it goes, it is a wonderful civilization, and the made-over world that is coming must provide markets for all that is good in it. For that matter, the world that was before the first of August was open enough, amply open, to the German civilization. It was only closed to German sovereignty, which could not spread except by trespassing on premises already in hands competent to resist trespass. German civilization was welcome almost everywhere. German sovereignty was welcome almost nowhere outside of Germany. That it will be any more welcome after the war does not seem at all likely, but with the fear of German sovereignty dissipated, German civilization—meaning efficiency, patience and order—may be more welcome in the earth than ever.



MEANWHILE it is all the preliminary details of the process that interest us; the details of the fighting. That goes on at this writing on the line of the Aisne with desperate fervency. The Allies refuse to be beaten; so do the Germans. The butcher's bill grows and grows; we know little about it, and cannot think much about it yet, because of the intensity of our concern about the issue. Clearly, the great plan to overwhelm France by a sudden onslaught is a dead failure. If the invaders are to possess France they will have to earn and pay for every yard of it. But there is no prospect that they will possess it. The Germans on the Aisne are fighting for dear life, and all the time the rapping on the back doors of Berlin grows louder, and winter is coming on. Terrible stories come and persist about German atrocities in Belgium, including outrage and mutilation of women. A letter published in the *Sun*, written to Harold M. Sewall, of Bath, Maine, is explicit and convincing as to this latter point. This dreadful development of morbid brutishness is perhaps a detail of the *furor*



NOT IN HIS WAR PLANS

Teutonicus against which Professor Ernst Richard so lately warned the world. It must make direful reading for the German apologists.



AS between Villa and Carranza, Villa seems to have the most punch and the most sense. Where he got his sense is a mystery, but he has given surprising signs of having it. About his punch there is no question. He is the greatest force in Mexico, and, astonishing to say, it seems to be a force directed in the main to restoration of order and civil government, and to the prosecution of the reforms, especially the land reforms, which are essential to Mexico's prosperity and peace.

A force with punch to it is an indispensable requisite to the reconstruction of Mexico. To get that country out of the woods there must be de-

veloped a competent pathfinder. The job cannot be done on paper, nor by a committee, nor by any *blanc-mange* mould of a man. It is going to take a resolute, tenacious person with the will to do the job and sufficient force and intelligence to do it right. Madero had the will, but he did not have the force. Huerta may have had the force, but he did not have the will. He was not headed right. Villa's development has been extraordinary. His record is spotted with crimes. No reasonably careful man can be expected to trust him. Nevertheless, it is he more than anyone in sight in Mexico who seems to have the indispensable qualifications to bring that country back to order without the active military help of the United States. As a Mexican asset Villa seems far more valuable than Carranza. He is opposed to Carranza as President. If they can't get on together with Carranza as the figurehead and Villa as the force, the disposition hereabouts will be to spare

Carranza rather than Villa from the reconstructive exercises in Mexico.



PRESIDENT WILSON has proposed to the miners and coal operating companies in Colorado a three-years truce of all their quarrels, and offered them a plan by which work can be resumed, all employees except lawbreakers reemployed, and points in dispute settled by an impartial commission. The President has urged acceptance of this plan upon both sides, saying that Federal troops had been in charge of the peace in Colorado long enough; that it was high time to withdraw them, and that if this proposed truce was not accepted very disagreeable consequences might result.

The miners have agreed to accept the President's proposal, but the operating companies decline it, unless it is changed in certain particulars. The President declines, as yet, to make any changes, so, at this writing, the whole matter remains up in the air.

The arrangement the President proposed was carefully worked out, and he thinks it the best that can be offered. If it fails it would seem a proper time to consider having the Federal Government take over the management of the affairs of the State of Colorado until such a time as there is better promise than now of ability in that State to take care of itself. Government in Colorado has broken down. The State cannot handle its corporations and their employees. If the Federal Government has got to give the State police protection by Federal troops indefinitely, the territorial relation is more suitable for Colorado than statehood. It is altogether likely that if Colorado reverted to the territorial status, the President could appoint and send out to it a Governor who, with the help of a few Federal soldiers, could keep order and promptly secure obedience to the laws from all citizens. What Colorado seems to need most is government. If Denver can't furnish it, try Washington.







Suited to Varied Theatrical Palates



WHATEVER the opinion of Madame Fritzi Scheff may be as to her acting ability, her looks or her grace, we have always one assurance when her name appears on the bill—that we are going to hear a voice which, no matter how much it may show the wear and tear of road tours and seven performances a week, at least has the certainty and command that come from early and prolonged training. We have so many musical show prima donnas who have been quickly promoted from the ranks of the chorus for other reasons than the possession of musical ability, experience or training that we can forgive the present star of "The Pretty Mrs. Smith" many shortcomings in other ways on account of the fact that she knows how to sing.

"The Pretty Mrs. Smith" in plot and everything else is below even the not high average of the musical show as it is shown in these days. The principal redeeming feature of the entire entertainment is the fun-making of Miss Charlotte Greenwood, whose eccentricity of upper and lower limbs is familiar to the patrons of vaudeville and the big reviews. In the present case she shows legitimate comedy powers which with cultivation might make us almost forget her remarkable double-jointedness. The other members of a fairly competent company struggle to make good with material which suggests that "The Pretty Mrs. Smith" might with justice have been called "The Pretty Mediocre Mrs. Smith".

WHEN Mr. William Faversham made his first entrance in "The Hawk", attired in irreproachable evening dress, but with his hands shoved deep into his trousers pockets, he laid himself open to the old criticism that the rôle of a man of breeding is not within his range. It turns out in the play that he is a card-sharp and of uncertain antecedents, but he is mixing in presumably fairly good French society, where such bearing would immediately have suggested an inquiry into his origin and bringing up. A card-sharp, and particularly one with a clever woman associate, would have been the last person on earth to invite suspicion by such a *gaucherie*. But this error and the other of too artificial a make-up were both palliated by his work in the last act, the best acting that he has done since his *Lord Algy*. In the final scenes he is a broken man, the victim of a drug habit, and yet able to carry the conviction that his evil life was the result of his love for a woman, and that for the same motive he was likely to redeem his past with a new future. It is strong testimony to Mr. Faversham's ability that in a tremendously artificial play he was able to make this incredible solution of the plot carry a semblance of verity to his audience.

"The Hawk" will doubtless be made the subject of columns of expert critical analysis. It comes to us with a Parisian endorsement, and we shall have learned discussion of the play as a recent development of French stage literature. In fact it harks back to an era of Parisian play-writing of which we had many examples in the palmy days of the Union Square Theatre and Augustin Daly's stock company. French plays of this type were familiar then, but they wore out their popularity. They, like this one, were of the stage stagey and too remote from anything like reality. Purporting to portray real life, they were drawn entirely from the exaggerations of their authors' imaginations, and their only truth was in manners and settings. Later on Father Ibsen dealt this type of play its death-blow, and what success "The Hawk" may have will rest on its reversion to a type that is novel to a new generation of playgoers. It is very likely that our public is tiring of realism and is ready to welcome a bit of such thoroughly French improbability as "The Hawk" discloses. If anything could heighten the improbability of the play it is the American touch in the translation. Lack of acquaintance with the French play denies knowledge of whether the present *Eric Drakon*—how's that for an American name?—was really pictured as an American, but this potent god from the car, directing everyone's destinies, may very well have been an American from the French point of view. Even so, it is difficult to conceive even the Parisians believing that a Continental card-player could have made so easy a victim of him at our own national game of poker.

THE play gives her first American appearance to Mlle. Gabrielle Dorziat. Her English is almost entirely understandable, and she seems very little hampered by the fact that she



FUTURE PUNISHMENT OF THE MAN WHO GOES OUT BETWEEN THE ACTS

is speaking a foreign language. She has a piquant personality and a very direct appeal to the sympathies of her audience in spite of a rôle which is at first repellent. The inconsistencies of the character are entirely feminine, and in the end we do not blame her for throwing over the correct *Tierrache*, well played in suitably subdued tone by Mr. Conway Tearle, to take up again with her disreputable but unquestionably devoted husband.



"The Hawk" seems likely to be an acceptable novelty to the new generation. By way of reminiscence it will be interesting to older playgoers.

HOW an experienced manager can be led to produce a play so evidently stupid as "Tipping the Winner" is an example of an ever-recurring problem of the theatre. It would seem that its innate hopelessness

ought to have been discovered somewhere in the preliminary stages. If not by some one in reading the manuscript, then by some one in the early stages of rehearsal; if not at early rehearsals, then certainly at the later ones, and, if no sooner, the abandonment of the piece might have been decided on at the final rehearsal, thus saving some expense for the producers and a waste of time by the first and succeeding audiences.

It is claimed by some persons connected with the theatre that the only real test of a play is its actual performance before an audience. This may be true of some plays that lie in the doubtful middle ground, but it can hardly be true of a very good play or a very bad one. There are a few, very few, instances of doubtful plays that have been galvanized into partial successes by the hypnotic or thought-transferring influence of an approving first audience. There are also rare cases of despairing producers, who, thinking they had absolute failures on their hands, were astonished by the pub-

lic's discovering that their ugly ducklings were really valuable swans.

The secret of the mystery is probably to be found in the loss of perspective by those who are closely associated with the production of a play. Once the enterprise is embarked upon, every one concerned is so taken up with detail that the broad point of view is completely lost. That certainly must have been the case with "Tipping the Winner". That this farce was remotely connected with the subject of horse-racing might have led to the belief that it would interest the racing public—if such a public exists after the brutal sandbagging the sport has endured in America. But the racing public is wise in its way, and is not to be caught by such deadly English humor as was provided by the original author or such rehashed American fun as was injected into the piece by the adapter.

It seems entirely likely that "Tipping the Winner" will have disappeared before these lines come to public view. It had some value as another object-lesson in what not to do. *Metcalfe.*



CONFIDENTIAL GUIDE



Astor.—"The Miracle Man," by Mr. George M. Cohan. A curious demonstration of the value of the faith cure for criminals. Also curious as an application of the humorous abilities of the dramatist to a mystical story.

Booth.—"The Money Makers," by Mr. Charles Klein. Notice later.

Candler.—"On Trial." An absorbing crime drama made interesting by the original way of developing the plot.

Casino.—Fritzi Scheff in "Pretty Mrs. Smith". See above.

Century Opera House.—"La Traviata" and "Lohengrin" at alternate performances.

Cohan's.—"It Pays to Advertise." The prosaic and undramatic subject of business advertising made the basis of an extremely laughable farcical comedy.

Comedy.—"Consequences," by H. F. Rubinstein. Notice later.

Cort.—"Under Cover." A smuggled pearl necklace and its adventures providing melodramatic interest in a contest between society persons and Customs House officials. Interesting and well staged.

Eltinge.—"Innocent." Intense drama of sex, with Pauline Frederick as the degenerate heroine. A well-told story, but not for the young person.

Empire.—Mr. John Drew in "The Prodigal Husband". The star's abilities to personate the modern hero of polite comedy seen at a new angle. Not a very impressive play.

Forty-eighth Street.—"The Law of the Land," by George Broadhurst. Notice later.

Fulton.—"Twin Beds," by Margaret Mayo. Farce of mixed identities, the mixture having to do with the tenants of flats in the same building. Contains quite a number of laughs.

Gaiety.—"Daddy Long-Legs," by Jean Webster. Notice later.

Hippodrome.—"The Wars of the World." Various kinds of wars touched upon in impressive stage demonstration, but very neutral and not at all horrible.

Hudson.—"The Heart of a Thief," by Mr. Paul Armstrong. Notice later.

Knickerbocker.—"The Girl from Utah." American version of London musical show of the usual type. Female loveliness represented by Julia Sanderson, modern dancing by Donald Brian, and humor by Joseph Cawthorn.

Longacre.—"Tipping the Winner," by Mr. George Rolitt. See above.

Lyceum.—"The Beautiful Adventure." French comedy, a bit hazardous in spots, in spite of its vindication by the District Attorney's office. Amusing, despite its talkiness, and well acted.

Lyric.—"Miss Daisy." Really a musical comedy, as the chorus and scenic features are very much subordinated to the plot and action. Fairly diverting.

Manhattan Opera House.—"The Story of the Rosary." Big and sentimental English melodrama well acted by English company. Notable on account of the absence of the sensational features that usually go with these importations.

Marine Elliott's.—"What Is Love?" by George Scarborough. An ingenious and clever little comedy dealing with the dilemma of a young girl in deciding between her two suitors. Well acted by good company headed by Alice Brady.

Playhouse.—"The Elder Son." Domestic and not very interesting drama adapted from the French to very stodgy English surroundings.

Republic.—"The High Cost of Loving." Mr. Lew Fields transposed to the legitimate stage as a dialect comedian. Moderately amusing farcical comedy.

Shubert.—"The Hawk," with Mr. Wm. Faversham and Mlle. Dorziat. See above.

Thirty-ninth Street.—"The Third Party." Conventional farce of the French type with the much-worked theme of the would-be gay husband and suspicious wife. Diverting if one is in the mood for that sort of light entertainment.

Winter Garden.—"Dancing Around," with Al Jolson as the star. Notice later.



THE THEATRICAL MINOTAUR

Letters of a Japanese School-boy

The High Official in Golf

To Editor "Life Tuesday Paper" who make that day seem peculiar for its ridicule,

DEAR MR. SIR:—

When I was working, of recently, at job of cookery at fashionable supurb of Long Walk, Rhode Island, for purpose to darn my broken fortunes, my Cousin Nogi (Do this language seem Henry James to you?), who was doing simular labors next door, approach up one recent p. m. with his back containing one peculiarous bag of circular appearance resembling canvas water pipe.

"What do you contain in that disgusting form of bag?" I ask out, scorning the Highland appearance of his cap.

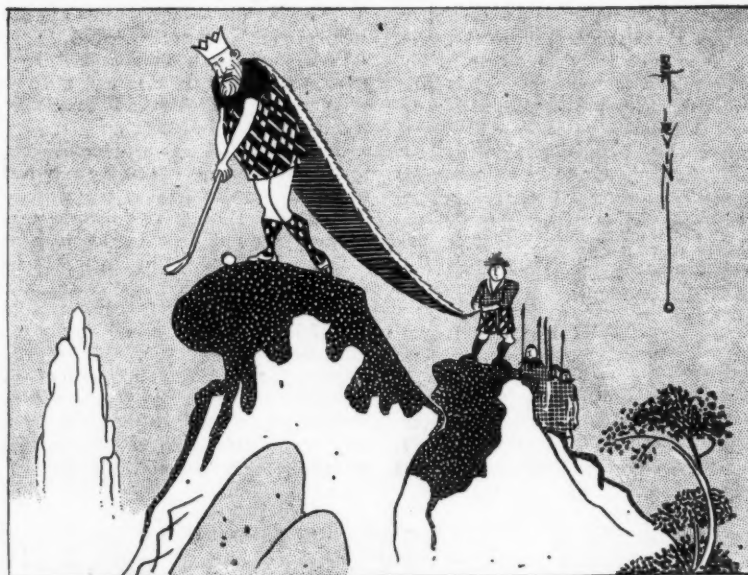
"This are full of tools," he say off with Travers expression of elbow.

"Garden tools?" I ask to know.

"Sort of rather," he response. "They are built to dig dirt and rake up grass. They are called golluf sticks."



"Not nessisilly!"



"In days of formerly golluf were played by Scottish kings"

"Oll" This from me.

"You got Irish objections to Scotcen games?" he narrate peevly.

"Not nessisilly. Yet it seem pathos that you should be so decomposed by American customs that you must have to learn Carnegie habits before you can be educated."

"Do not become angry until you are enraged," he negotiate. "Perhapsly you would bow down with debased stumack if you knew honorable reward that has came to me. I have been appointed to most high office in Long Walk Golluf Club."

"Are you President of that knocking organization?" I require worshipfully.

"Considerable taller dignity than that," he report for prides. "I have been appointed Caddy."

"What are the office of this caddish officer?" is next question for me.

"A Caddy," narrate Nogi, "are more important than mere citizens who are only Players. A Player merely strikes with clubs. A Caddy knows names of all the clubs he strokes with and tells

him what to choose next. A Player can only knock Hon. Ball, but Caddy know where Hon. Ball intend to go to."

"Where do it intend to go to?" I ask it.

"Somewhere else from where Hon. Player expect." This from him with enlarged wisdom.

"Do Gollufers speak different language from America?" I interview.

"Several," he corrode knifely. "When a Gollufer say 'Stymie' he mean something very skillful. When he say 'Bogie' he mean something entirely abrupt. When he say 'Mashie' he mean violent clubbing. But when he say 'Dammie!' he mean nearly everything included in Scotland, which is plenty."

"Are this sport entirely brutal?" I acknowledge. "Cannot there be some politeness connected with it?"

"Ah that is!" connect Nogi. "When new gentleman come to golluf course it are considered chivalrous for all members to stand in circles around

(Continued on page 642.)



THE MILLENNIUM
CEREMONY COMMEMORATING THE ABOLISHMENT OF THE AFTER-DINNER SPEECH

RE-
1900

Teaching the Young Idea How to Shoot

"NOW Harold," said his father, "I want you to understand all about the great war, so that when you grow up you will be able to think about it intelligently."

"Oh, father, I am so glad that you are going to tell me, because you know so few parents nowadays take the trouble to instruct their children."

"That is true, my son, and for this reason I am anxious to prove the exception. Do you, therefore, ask me questions."

"Can I ask you any question I like?"

"Certainly, Harold; that is what I am here for. Don't be bashful or afraid to show your own ignorance. Remember that I shall not tell others how little you know."

"Thank you, father; that makes me feel much better, and I shall begin now. First, then, who started the war?"

"Well, you see, Harold, it was like this. First Russia mobilized and then Germany mobilized and—"

"But what made Russia do that? And what does it mean to mobilize?"

"Why, it means to get ready—to notify everybody that they are to fight."

"But what if they don't want to?"

"They do, Harold. That's the remarkable thing. Everybody wants to fight just as soon as war is declared."

"Oh, yes, father. I feel that way sometimes. But who started it?"

"Just a moment, Harold. You must be patient. You see, Russia mobilized and—"

"But what made Russia mobilize?"

"Because of Serbia."

"What was the matter with Serbia?"

"Serbia wouldn't do what Austria said."

"But why not?"

"Because Austria was too mad."

"Why did Austria get mad?"

"The crown prince was killed."

"And is that what they are at war for, papa?"

"Well, not exactly, Harold. You see, there are other things to be considered. England, for example, is fighting on account of Belgium."

"What has Belgium got to do with it?"

"Nothing at all, my son, except that

Belgium happened to be in the way."

"In the way of what?"

"Why, of Germany. I don't want to complain, Harold, because you are so young, but really your ignorance is appalling."

"I'm awfully sorry, papa, because I do so want to understand. Just tell me one little thing. What are Germany and Russia and England and France and all the rest fighting about?"

"Hum—well, you see, France and England are democratic and Germany is autocratic, and—"

"What is Russia?"

"Well, Russia, I suppose, is autocratic, too."

"Oh, I see; and who is Russia fighting, papa?"

"Why, Germany, of course."

"I don't know what an au—au—autocracy is, papa, but why should one of them fight another?"

"You see, Harold, Russia is doing it on account of Serbia."

"What is Serbia?"

"I will tell you that a little later, Harold."

"I'll bet it's another one of those autocracies. But, papa, you haven't yet answered my questions."

"Dear, dear! Are you sure? What are they?"

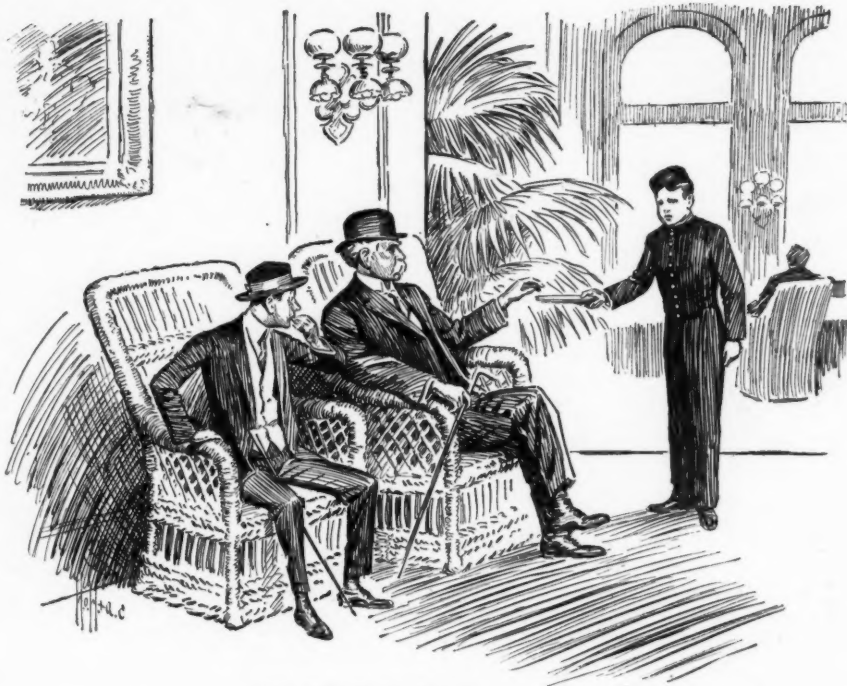
"Well, I wanted to know who started it and what they are all fighting for."

"Certainly, Harold—but I think for the present you'd better stop. I don't want to tire your young mind with those intricate questions which only one of my experience and maturity can understand."

"Then you won't tell me, papa?"

"Not just now, Harold. Come around again when you feel more intelligent and I will tell you. Now run away and play. Papa feels a little tired himself this morning."

T. L. M.



THAT ECSTATIC MOMENT

WHEN, AFTER YOU HAVE FREELY EXPLAINED THE WAR SITUATION TO A CHANCE ACQUAINTANCE, YOU FIND HE IS GENERAL BLANK, THE LEADING MILITARY AUTHORITY



HEROES

STRIKES AMONG HIS EMPLOYEES ARE OF NO CONSEQUENCE,
BUT IT'S THE FAMILY STRIKES THAT COUNT



Armament

SUCH a lot of people are writing to the papers to say that armament is a failure as a peace-keeper and ought to be discharged, that Admiral Mahan, with due moderation, speaks up for it. He declines to say that armaments never cause war, but says that whether there is armament or not the motives that produce war operate when the time comes. "If there be no armament there is war all the same."

To be sure. The thing to fight is excess of armament. But what is excess? Excess is where you get so much that it worries the neighbors. That is what Germany did. Her armament far outran defensive needs. It was a threat to all of Europe. The excess of armament that she forced upon her neighbors was a kind of war in itself, a trial of endurance. It kept all Europe on edge and waiting for "the day". It insured war.

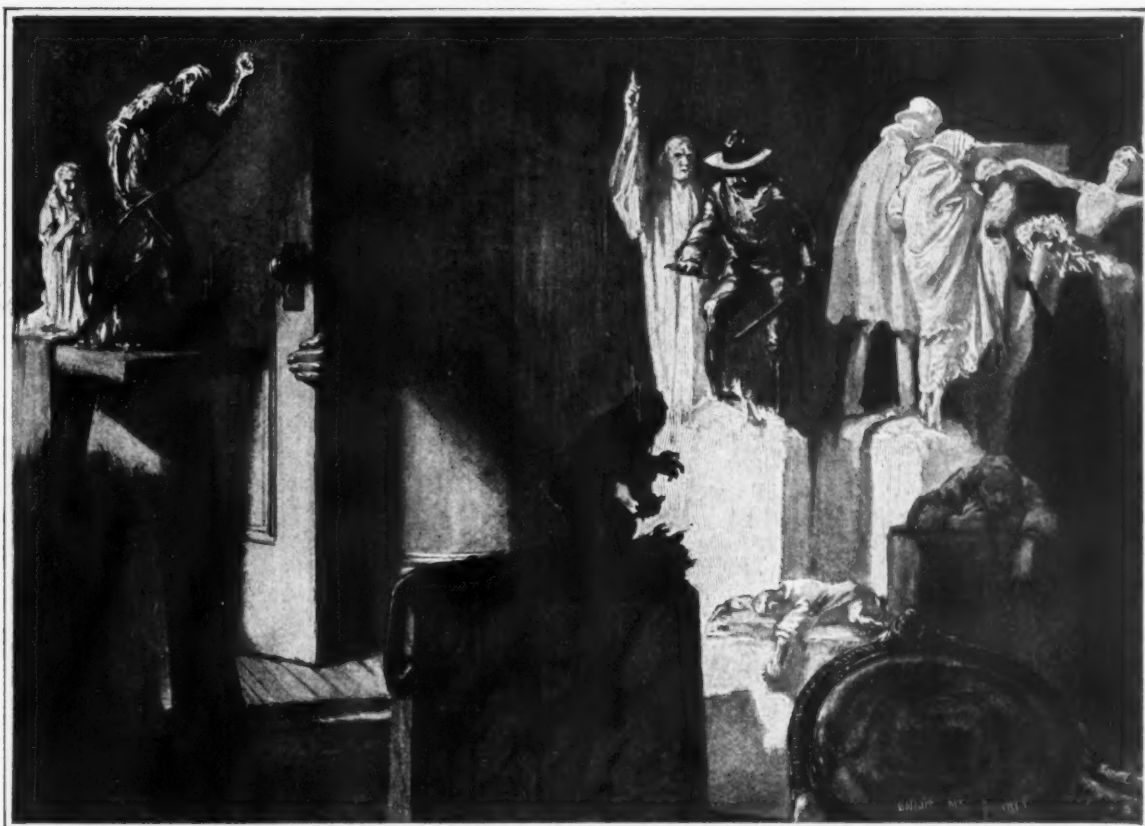
A man who keeps himself in good physical condition so as to give a good account of himself if assailed does no more than he should. That he is healthy and strong makes

no trouble. But a man who carries guns and knives and puts in a large proportion of his time in firing at a mark is a cause of uneasiness and a just object of suspicion. The Italians in New York were so addicted to private armament that there had to be a law against it. Some such law for the countries of Europe may follow this war.

Emergencies and the Public

THE public would receive more attention from the government if it but knew how to get itself into emergencies. The public suffers much, but its sufferings are not of that acute, dramatic nature which requires immediate attention and prompt relief. The public in this respect is vastly different from the banks and the railroads and other industrious emergency manufacturers. Governments are not to blame for this situation. Governments are well intentioned. They mean to look out for the public's interest if they can ever get around to it, but there are so many little emergencies to be weathered that big things, like the public welfare, which can wait, must.

E. O. J.



FROM THE HAND OF THE OMNIPOTENT SCULPTOR

On Old Jokes



WHAT is the reason for that peculiar kind of obloquy which is always attached to the innocent one who is unfortunate enough to spring an old joke? Nobody spares him; he is regarded as an intellectual outcast, his degradation being intensified by the fact that he has, as a rule, no defense to make. He plainly shows his shame, often, indeed, with lamentable cowardice, joining with his critics in deprecation of his own unpardonable offense.

A defense of old jokes, and those who use them (provided, of course, their use is judicious), has long been needed, and we undertake the task all the more willingly, not only because of considerable experience along the lines indicated (as a business friend would say), but also because we believe in the cause we represent.

First, it should be known and published that those who criticize the use of old jokes do so from vanity. They deem it a kind of superior merit in themselves that they are familiar with the joke in question, and their satisfaction proceeds from a positive conviction that they are perfectly

safe in their criticism. Any joke can be pronounced old, and no one can disprove the statement. We have no doubt, indeed, that many of these abandoned people, who began first by denouncing an occasional joke as old, and finding that they were acquiring a kind of fictitious reputation thereby, have gradually acquired the habit of regularly denouncing jokes as old, their craving for this sort of eminence growing by what it has fed upon. Besides, it is a fairly safe business, most jokes either being old, or branches of some old root-joke firmly embedded in ancient history.

It is easy enough to dispose of these spurious claimants to superior wisdom, however, by observing that a good joke is never old. It is always springing into life again to instruct and illuminate a new generation. If it is really good, like any masterpiece, it discloses new beauties with every application. Those who denounce its reappearance and arrogate to themselves so much superiority are in reality the ones to be laughed at. They have lost that grand simplicity, that breadth of view, that sympathy with fundamentals, which alone is the badge of the higher wisdom.

Persons in the Drama

(In the Order of Their Appearance)

MISS RACE (*the woman in the case*)—Rather primitive, full of temperament, with inevitable and ineradicable prejudices, but with strong domestic leanings and commendable love of home.

MONSIEUR GREED—Also rather primitive, untouched by culture or Christianity, but with urbane manners acquired by long experience. Crafty smile. Prehensile fingers. Innate cruelty.

MAJOR DIPLOMACY—A foxy old gentleman; a mixture of hypocrisy, egotism and selfishness; also a polished liar.

RULER WAR LORD—Major Diplomacy's commanding officer.

REDLIGHT GUNMAN—An assassin. Willing tool of Monsieur Greed, Major Diplomacy and Ruler War Lord. Carries firebrand in one hand and gun in other. Has frequent blind spells in which he sees red.

MARS—A man without a country, once a god, and now an important-looking but superfluous person who wears a helmet and is constantly stepping into newspaper cartoons.

MADAM FAMINE—A "rag, a bone and a hank of hair" person who makes it her chief recreation to snatch food from the mouths of those who stay at home.

Boy Scouts, Not Warriors

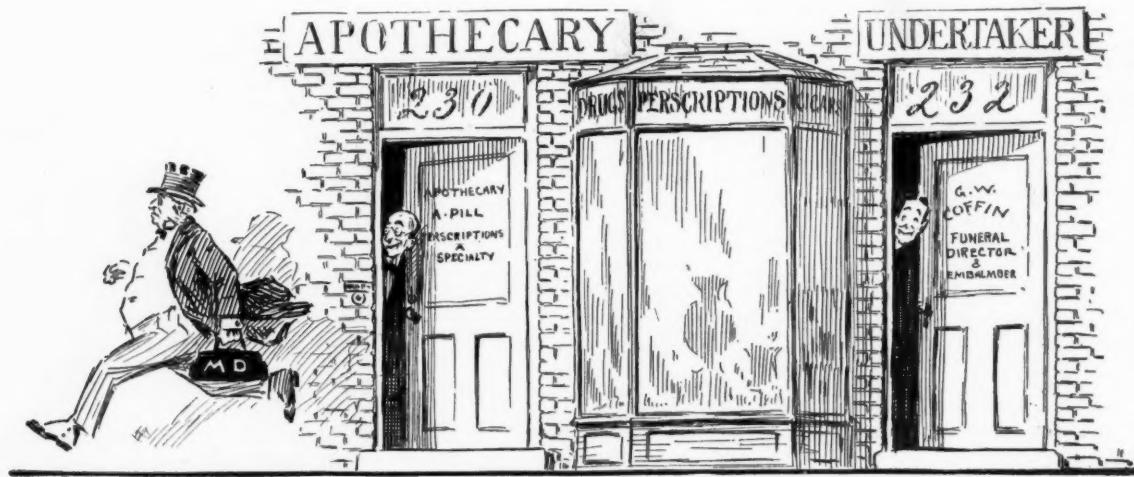
An old friend of LIFE objects to our recent characterization of the Boy Scouts organization "as a breeding place for war germs". He says:

"There is absolutely nothing military connected with our organization. Our uniform was suggested by that of the hunter's and fisherman's clothes in the United States, the hat is copied after the cowboy's style, we carry no arms, our whole work and aim is to make efficient, honorable, straightforward, manly, husky boys and ultimately



THOSE WHO REJOICE

good citizens. We study woodcraft, campcraft, nature; we stand for conservation, and are opposed to any unnecessary killing of animal or plant life. Our officers have no military titles, and there is nothing of war taught in our work or play."



BUSINESS PROSPECTS BRIGHTER

HUDSON Six-40**\$2,550** As a Beautiful
Light Limousine

Extra Tonneau Seats Face Forward or Backward

A New Advance In Luxurious Body Building

We offer this fall to luxury lovers a finished conception of an artistic limousine.

Not a HUDSON conception. We are masters of car building, but palatial body designing is an art by itself. This Limousine body is built for us by famous New England coach builders. It is built—like this chassis—to typify all progress in this line.

A Fine Combination

In this HUDSON Six-40 we offer the masterpiece of Howard E. Coffin and his 47 engineers. The famous HUDSON corps has devoted four years to it. It is the ideal new-day Six.

This is the car—in the 1915 model—which has multiplied HUDSON popularity fivefold inside of a single year. It is so unrivaled that thousands of men waited weeks to get it when we could not fill our orders.

On this matchless chassis we mount this Limousine—built by men who hold top place in their line. In the result you will find, in many ways, the most attractive car of the day.

Some Elegancies

We offer four options in upholstery and trimming. The finest imported fabrics are employed. See sample books at your local HUDSON showroom.

The hardware is hard-rubber covered. All windows have sashless glass, and all window and door lights drop. The glass back of the driver may be set at any height. The rear doors lock.

Roll curtains on windows and doors. Roll storm curtains both sides in front. Two collapsible seats in the tonneau which may be set to face front or rear.

Electric telephone to the driver, electric light in the dome. Toilet cases, smoking cases—all the dainty appointments.

The price is \$2,550, f. o. b. Detroit. That's a new price for a quality car with luxurious Limousine. But the HUDSON—by efficiency and by quantity output—is creating new price standards. This price today buys the finest example of modern car building. And it buys you the limit in luxury. Visit your local HUDSON showroom and this Limousine will prove that.

7-Passenger Phaeton sells for \$1,550.

3-Passenger Roadster sells for \$1,550.

3-Passenger Cabriolet sells for \$1,750.

4-Passenger Coupe sells for \$2,150.

Canadian Prices for Phaeton and Roadster, \$2,100 f. o. b. Detroit, Duty Paid.

HUDSON MOTOR CAR COMPANY, 8252 Jefferson Ave., Detroit, Mich.



AUT SCISSORS AUT NULLUS

A Case of Gravity

The latest Boston story is about a small child who fell out of a window. A kind-hearted lady came hurrying up with the anxious question, "Dear, dear! How did you fall?"

The child looked up at the questioner and replied, in a voice choked with sobs, "Vertically, ma'am."—*Tit-Bits*.

A Double Fumble

"Who was that tough-looking chap I saw you with to-day, Hicks?"

"Be careful, Parker! That was my twin brother."

"By Jove, old chap, forgive me! I ought to have known."

—*Boston Transcript*.

"SWEARING doesn't help to play the game," said the young minister on the golf links. "Besides, it's very wicked."

"It may be verra wicked, an' it may no help the playin', but it's a gr-reat aid to conversation," replied the sophisticated caddy.—*Livingston Lance*.



A GENERAL UPRISING

High Octogenarian Death Rate

"George," said Hilda, looking up from the morning paper which she was reading, "it says here that another octogenarian's dead. What is an octogenarian?"

"Well, I don't know what they are, but they must be very sickly creatures. You never hear of them but they are dying."

—*Kansas City Star*.

News From the Front

He had waited thirty minutes for a slow waiter to bring his dinner.

"Now," he said to the waiter, "can you bring me some cheese and coffee?"

"Yes, sir; in a minute, sir."

"And," continued the diner, "while you are away you might send me a postal card every now and then."

—*Woman's Home Companion*.

Encouraging

"But she says she has never given you any encouragement."

"Did she say that?"

"She certainly did."

"She told me that her uncle was going to leave her a fortune and that he had one foot in the grave. If that is not encouragement, I'd like to know what you call it."—*Houston Post*.

LIFE is published every Thursday, simultaneously in the United States, Great Britain, Canada and British Possessions. \$5.00 a year in advance. Additional postage to foreign countries in the Postal Union, \$1.04 a year; to Canada, 52 cents. Single current copies, 10 cents. Back numbers, after three months from date of publication, 25 cents. Issues prior to 1910 out of print.

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Prompt notification should be sent by subscribers of any change of address.



THAT BED OF ROSES

"WHO THE DEUCE LEFT THIS THORN IN HERE?"



"NO AGENTS ALLOWED TO COLLECT"

Their Inheritance

THERE was a dog in our town
Who was not wondrous wise;
He strayed into a clinic where
They cut out both his eyes.
The reason for his meeting with
So vicious a reception
Was that the doctors might observe
His luminous perception.

And when they saw his eyes were out,
Although he howled with pain,
They strapped him down in proper
form

To put them in again.
The brute, of course, could not per-
ceive

How these acute sensations
Wrought changes in his optic nerves
By retina excitations.

If dogs delight to bark and bite,
And even go quite mad,
What wonder when for years they've
been

Food for the surgeon's fad?
The frothing jaws result from wrongs
Which cause a predilection
Toward fierce revenge for wrongs re-
ceived
In futile vivisection.

"THERE seems to be some differ-
ence of opinion about the Euro-
pean war."

"Yes. The great trouble is that
those who know the actual facts are
no longer alive."

There's
something
about them
you'll like.



Twenty for
a Quarter

Herbert
Tareyton
London Cigarettes

Herbert Tareyton London Smoking Mixture
1/2 Pound 50¢ Sample upon request Herbert
Tareyton 58 West 45th Street New York.

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1/10 of a cent will buy Prestige



the most frequent calls on their customers or clients.

Old Hampshire Bond

Take a Pencil and Paper and Figure it Out

A fair cost of ordinary paper is about \$1.50 to \$2.00 per thousand sheets. On that basis Old Hampshire Bond would cost from 1/10 of a cent to 1/20 of a cent more per sheet. Your own figures will prove what would be the cost compared with the paper you use. Not counting your time in dictation, a series of five letters will cost you at the very least 20 cents (for your stenographer's time). To have these letters on Old Hampshire Bond will cost just a 1/2 cent more, or 20%. For that extra 1/2 cent you have expressed to your five customers, subtly yet forcibly, the standard of your business. The appearance and "crackle of quality" of Old Hampshire Bond cannot be disregarded. No man who is not proud of his business and its good name feels any incentive to use Old Hampshire Bond.

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A Faulty System

IN asking for the new war tax President Wilson referred to the seventy-five million dollars of public money in private banks, and said:

"I need not point out to you what the probable consequences of inconvenience and distress and confusion would be if the diminishing income of the treasury would make it necessary rapidly to withdraw these deposits."

And it ought to be equally unnecessary to point out that it is a very faulty system which ties up government money so that it can't be used when we need it. If this money were in the public treasury, where we used to keep it, the present situation would be helped instead of hurt by putting it into circulation. Mr. Wilson should seize the first opportunity to make the government funds more elastic.

E. O. J.

OUR FOOLISH CONTEMPORARIES



Women's Capes

Cape of Good Hope—Sweet Sixteen.
Cape Flattery—Twenty.
Cape Lookout—Twenty-five.
Cape Fear—Thirty.
Cape Farewell—Forty.

—Ladies' Home Journal.

Wine Jelly when flavored with Abbott's Bitters is made more delightful and healthful. Sample of bitters by mail, 25 cents in stamps. C. W. Abbott & Co., Baltimore, Md.

Might Just as Well

"Why don't you move into more comfortable quarters, old man?"

"I can't even pay the rent on this miserable hole."

"Well, since you don't pay rent why not get something better?"

—St. Louis Times.

Comfort Without Extravagance, Hotel Woodstock, New York

He was a zealous preacher, and was speaking in a voice of thunder from the platform of the mission-van to a small audience of country bumpkins. His subject was "Heaven". He said:

"The music in heaven is far superior to anything heard on earth. No words can describe it. All the best concerts cannot compare with it. If you were to take the best band in England and place it beside the heavenly choir, it would be like the squeaking of a small mouse by the side of the roar of the Niagara Falls."

—Tit-Bits.



DIARY

May 4, 1814

"I'm spending a few days at my nephew's farm in Middleton township. I took a little walk through the country today, and came upon an old hostelry where I was well pleased to find some fine

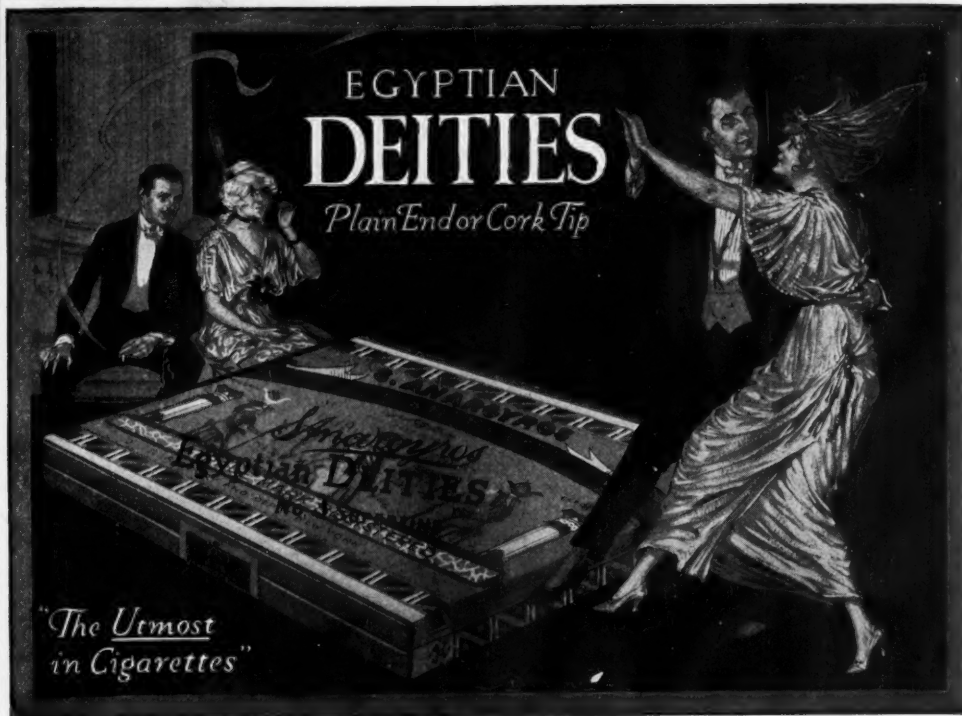
Old Overholt Rye

"Same for 100 years"

A straight Pennsylvania Rye with all the goodness of ripe old age.

Mellowed in oak and bottled in bond.

A. OVERHOLT & CO.
Pittsburgh, Pa.



EGYPTIAN DEITIES

Plain End or Cork Tip

"The Utmost
in Cigarettes"

Alliterativism

(The Latest School.)

[French airmen have been flying over Baden and Bavaria, violating Belgian neutrality.—Stated on German authority in the Westminster Gazette.]

See the flying French depart

Like the bees of Bonaparte,

Swarming up with a most venomous vitality

Over Baden and Bavaria,

And Brighton and Bulgaria,

Thus violating Belgian neutrality.

And the injured Prussian may

Not unreasonably say:

"Why, it cannot be so small a nationality!

Since Brixton and Batavia,

Bolivia and Belgravia,

Are bursting with the Belgian neutrality."

Beluchistan and Bonn,

Braemar and Babylon

All feel the French offense against legality;

And Boston and Bilbao

And Bucks and Bulawayo

Will perish for their Belgian neutrality.

By pure Alliteration

You may trace this curious nation,

And respect this somewhat scattered principality;

When you see a B in Both

You may take your Bible oath

You are violating Belgian neutrality.

—G. K. Chesterton, in News Witness.

"Mr. WILGUS tried to kiss me last evening."

"How dared he?"

"He didn't—I dared him."

—Pittsburgh Press.

Drowning No Bother to Them

OLD GENTLEMAN (who has just finished reading an account of a shipwreck with loss of passengers and all hands): Ha! I am sorry for the poor sailors that were drowned.

OLD LADY: Sailors! It isn't the sailors—it's the passengers I am sorry for. The sailors are used to it.

—Kansas City Star.



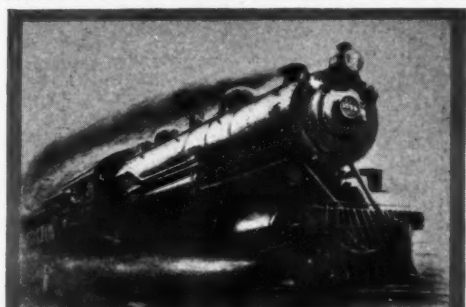
PRIMA FACIE EVIDENCE

"DID YOU HEAR ABOUT THE TERRIBLE FRIGHT BOBBY GOT ON THE DAY OF HIS WEDDING?"

"NO, BUT I WAS AT THE CHURCH AND SAW HER."

Here's Hoping

THERE is a chance that we of the general public may yet learn something about the money question and consider ourselves competent to pass upon an ordinary proposal of the bankers. This bit of optimism is inspired by our attitude toward the recent solemn suggestion by "recognized financial experts" that national bankers should be allowed to treat their note liabilities as assets and use them as part of their reserves. Quite a number of our most obtuse editors saw through this at once, and prominent members of the Financial Workers of the World who usually balk at nothing had to admit that the suggestion was not only illogical but "fraught with danger".



THE life of a locomotive is 30 years plus because it travels over smooth steel rails, while the life of an automobile is 5 years minus, unless equipped with the

Truffault-Hartford

SHOCK ABSORBER

It's all a matter of vibration. In the instance of the locomotive, the smooth, even rails minimize vibration; in the instance of the automobile, the rough, uneven roadbed intensifies it into jolt and jar. The use of Truffault-Hartfords means the minimization of vibration—a 25% prolongation of the automobile's life. It means comfortable riding on roughest roads.

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Adopted by 25 makers

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Distinctiveness without paying anything extra for reputation

The Moline-Knight cars now in the hands of private owners have made good. Every claim made by us has been substantiated.

Moline - Knight represents progress

The Moline-Knight is a car that is instantly recognized on the boulevard. It is symbolic of reliability, comfort and luxuriousness, and is as near perfection as human brains, energy and automatic machinery are possible to make it. All steels, wood, upholstering leather and other materials used in the Moline-Knight cannot be better because the world's markets and craftsmanship have not yet produced anything superior.

This is the motor that made the phenomenal 337-hour non-stop run in the labora-

tory of the Automobile Club of America, New York, averaging 38 horsepower under load and at the end of the test reaching 53.6 horsepower at 1682 revolutions per minute.

Get our literature

Because of our limited production—not over 1200 cars during 1915—and the increasing and insistent demand for Knight motored cars at a fair price—the Moline-Knight 50 H. P. Four-Cylinder at \$2500 will be oversold early. So write at once for descriptive booklets and get acquainted with this splendid car.

Dealers Write for advance information on the complete Moline-Knight line.

Moline Automobile Company



East Moline, Illinois



IT SOMETIMES LOOKS QUEER



WHEN ARCHIE DRIVES HIS MOTHER'S RUNABOUT

Atrocities

THE censors allow us to guess and otherwise inform ourselves that atrocities are being committed in Europe. As the soldiers go about their task of killing their fellow creatures and being killed themselves, every now and then they overstep the boundary line of humane civilization and do something atrocious, and that is called an atrocity. One must be an ultra military expert, however, or a graduate hair-splitter, before being able to tell accurately just what, where and when an atrocity is. Even the dictionary is circumspect in the premises, hardly going farther than to say that an atrocity is something "very brutal", as distinguished from something which is merely unqualifiedly brutal. The ordinary layman may merely observe that an atrocity is never reported as having been committed by one's own soldiers; it is always by the soldiers of the enemy.



"NATIONAL HERO SERIES" NO. 8

Daniel O'Connell—"The Liberator"

OLD ERIN has given the world many a genius and many a Lover of Liberty, but none greater than the eloquent O'Connell. This noble Irishman unselfishly devoted every moment of his life to regain the Freedom of his Fatherland. His oratory, because of its flaming earnestness, exercised a powerful influence over the House of Commons and hastened many reforms for Ireland. Daniel O'Connell was the first to realize the irresistible strength of a union of millions of Irishmen, and to this end he labored night and day. Huge mass meetings were everywhere organized throughout Ireland and addressed by the masterful O'Connell. When confident of success and with victory in sight he was arrested and condemned to prison. When liberated his splendid constitution was shattered, but he continued until his dying hour to work and pray for Irish liberty. It is needless to say that Daniel O'Connell was opposed to any Prohibitory legislation which invaded the Natural Rights of Man. He would no more vote for such tyrannous enactments than will our millions of Irish-American citizens. They know that there is no evil in the barley brews and light wines of their fathers—EVIL ONLY IS IN THE MAN WHO MISUSES THEM. For 57 years Anheuser-Busch have honestly brewed honest beers, and they are proud of the popularity their great brand Budweiser enjoys with those of Irish blood. Our Irish citizens have helped to make our nation great among the nations of the world. Seven thousand, five hundred people are daily required to keep pace with the natural demand for Budweiser.

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Bottled only at the home plant.



Budweiser

Means Moderation



Lilas de Rigaud

"The Perfume of Old-Fashioned Gardens and Tender Memories"

THROUGH the dim, gray mists of the gathering years creeps a fragrance, rarely sweet. It stirs the senses into vague remembering, then lulls them to an aftermath of peace.

The Old-fashioned Garden may be only a fragment of a treasured memory, but with Lilas de Rigaud about you, its joys are lived over and over and its memories bring deep content.

Extract, Toilet Water, Talcum, Face Powder and Sachet for sale at high-class Toilet Goods Departments.

Send fifteen cents to Riber-Hegeman Co., 346 West 4th Street, New York, for liberal trial bottle of Lilas de Rigaud or Rigaud's famous Mary Garden fragrance, either extract or sachet.

RIGAUD, 16 Rue de la Paix
Paris.

Letters of a Japanese School-boy

The High-Official in Golf

(Continued from page 630.)

Hon. Stranger watching his antix while swaying clubs with driveoffish expression. When at last he attempt to stroke ball with tense cruelty of elbows and plough up considerable Panama Canal while doing so, it are great courtesy for all say 'Duffer!' so he will feel encouraged to come again. When you are playing this ancient and roil game you might observe gentleman standing 17½ yards ahead from you thinking Keats and not caring. It are considered delicious impoliteness for player say 'Get out!' merely as if he was chickens. What should be did are this: shoot him in forehead with ball and yell 'Fore!' when he falls down. Otherwise it would not be sufficient courtesy."

"Are golluf considered nice, respectable game for married folks like poker, tango, divorce, etc?" are next question for me.

"Comparatively is," my bright Cousin define. "In days of formerly it were played by Kings of Scotland which make it very skittenish for pure people to play, because Scottish kings was like their whiskey, very rare but considerably vatted. But when it started being played by Hon. Chas F.

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Mail me
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"A Man Would Die in the First Alcove"

"There are 850,000 volumes in the Imperial Library at Paris," said Emerson. "If a man were to read industriously from dawn to dark for sixty years, he would die in the first alcove."

And he would not die a well-read man. But if a man could know what few great books are enduringly worth while and could read those few—histories, biographies, dramas, works of travel, fiction, poetry, philosophy, and religion—he would become well read, even though he could devote to them but a few pleasure moments a day.

EXPERT ADVICE ON YOUR READING—FREE

For years Dr. Charles W. Eliot, President Emeritus of Harvard, has maintained that the books really essential to the Twentieth Century idea of a cultivated man could be contained in a Five-Foot Shelf, and from his sixty years of reading, study, and teaching—forty of which were spent at the head of one of the world's greatest universities—he has put aside those few books that he considers most worth while—the few that best picture the progress of the human race from the earliest times down to the present day, through the writings of those who have made our civilization what it is.

\$50,000 was spent in compiling and indexing the set, arranging foot notes and Reading Guide, and the result was finally presented at a cost of \$150,000 as

The Famous Five-Foot Shelf of Books

418 Masterpieces at a few cents apiece

Any man who cares to read efficiently, instead of wastefully, should know what few books Dr. Eliot selected, and why. He should know why 100,000 successful men are finding in the Five-Foot Shelf just the mental stimulus they need.

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Mail me, without obligation on my part, your free "Guide Booklet to the Famous Five-Foot Shelf of Books," containing the story of the Five-Foot Shelf.

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BUSINESS ADDRESS.....

If you have children and are interested in what they read, put a ✓ in this space ☐

Everything you need to know about the Famous Five-Foot Shelf of Books is in a free booklet. There is a copy for you—no obligation; merely clip the coupon.

Murphey it became very fashionable for all retired business men. Nextly it were took up by Presidents. Hon. Wm H. Taft played it to reduce."

"Did he accomplish?" I approach nervely.

"Not did. Neither did he reduce Wm H. or Schedule K." This sadly from Cousin Nogi. "Yet Presidents continue this habit even though addicted to no other form of liquor. President Wilson do not golluf because he like it. But he know how sternly he must do duty for Democratic Party. Before present term of incumbrance are over he must play one (1) game on each golluf lynx in America before he can be elected again."

"No wonder he have so little time to conqour Mexico," I explan peevly. "What are most highest golluf record in atheletic up-to-date?"

"Not sure," Nogi say so. "But I heard one gentleman at Long Walk Club say boastfully he had done it in 327 when others were merely 87. I heard another gentleman of Taftshape personality say so, 'Last night I done 19 highballs alone and drove home inside of record time.' 'Nobody could do more and continue to live,' renig Ulihu Rootish man what was there. So I suppose our Club will obtain some International Cups for this event of atheletics."

So Nogi invite me go Golluf Lynx watch how do it. I go.

There I see Cousin Nogi stand with rev. expression behind one enlarged gentleman wearing Harry Lauder hat. Firstly kind Nogi make mud pie and stick one write rubber bullet betop of that. Then enlarged gentleman took one club from Nogi's basket and do not thank you. Nextly he raise club by squirming his elbows, twining his knees, making his feet look crosseyed and drawing his face up toward his teeth. He stand thusly moments.

"He are addressing the ball," Nogi whasper reverentially.

"No gentleman would address anything with such language," I dib.

Of suddenly that Hon. Player unloosened. Smashes!! He stroked Hon. Ball so soddenly on nose that I could not see it when it flewed up and bumped me behind ear. I fell faint. When I arrived conscious again that enlarged Gollufer were bending over me with saintish expression.

"Why you no yall 'Fore!'" I require peevly.

"I did!" he explan, "but you were already knocked down when I said it."

Hoping you are the same

Yours truly

HASHIMURA TOGO.

(Per Wallace Irwin.)



*Good morning
Have you used*

*Pear's
Soap?*

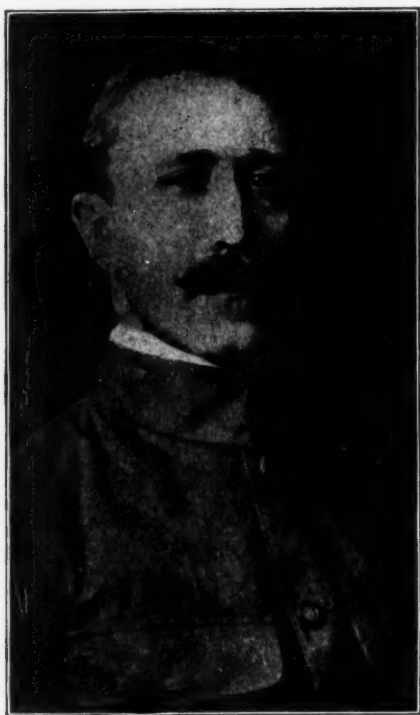
THE cost of beauty is but a few cents per week—that is all—for Pears, which by virtue of its complete purity and unequaled quality, lasts twice as long as common toilet soaps.

There is nothing, no matter how costly, that can be applied to the skin, that will do more to cleanse, preserve, refine and beautify it than Pears. What Pears cannot achieve in this direction cannot be done.

Pears is wholly composed of pure, natural emollient elements perfectly combined.

Matchless for the Complexion

THE GREAT ENGLISH COMPLEXION SOAP



FREDERICK PALMER

THE ONLY AMERICAN WAR-CORRESPONDENT
PERMITTED TO ACCOMPANY THE BRITISH TROOPS

DID you read Palmer's wonderful story in the October **EVERYBODY'S**? Month by month **EVERYBODY'S** and *Everybody's* only will publish the clear, carefully-weighed reports of this experienced dean of American correspondents.

Palmer's knowledge of war is based on twenty years' study at first-hand.

His ability and judgment fit him uniquely to interpret the present titanic happenings for **EVERYBODY'S** readers.

Palmer's work will be ably supplemented by Henry Reuterdaahl, the noted Marine Artist, now in Europe specially commissioned by **EVERYBODY'S**.

*Everybody's
Magazine*



A GERMAN PANCAKE

Some Nerve

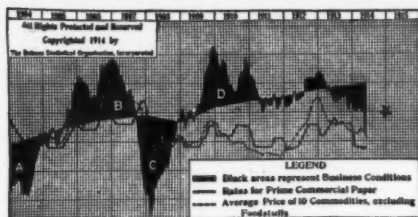
LIFE is pleased to note that the authorities are making trouble for Messrs. J. R. Burton & Company, who copied the official list of automobile owners in the office of the New York Secretary of State and published the same at two dollars a copy under the title of "Who's Who in the Automobile?"

This was a perfectly legitimate enterprise if the book had been put on sale in a legitimate way. Instead of that, the publishers simply sent the book to automobile owners without consulting them in advance. With each copy went a bill for two dollars. Shortly after, recipients of the book, which had not been ordered, received also a dunning letter, threatening to draw on the victim if the bill was not paid promptly. Some automobile owners received more than one copy of the book.

The Burton outfit perhaps got their inspiration for the enterprise from certain promoters of charitable entertainments who try to sell their tickets in something the same way.

It seems extremely doubtful that the Burton people could enforce payment for goods which had not been ordered or contracted for, but their bulldozing method is calculated to intimidate some persons, and it is at best an impertinence and an annoyance. It is to be hoped that it will be found to be an illegal use of the mails.

If this method of selling books is to be allowed, there seems no reason why it should not be applied to the sale of cook-stoves, pearl necklaces, elephants, steam yachts, farms and other articles of trade and commerce.



★ Subscribers each week receive this Chart revised to date.

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It's neither profitable nor necessary. Instead, fortify yourself with a knowledge of basic trade and labor demands that will enable you to anticipate the future.

Eliminate worry. Cease depending on rumors or luck. Work in accordance with a definite policy based on fundamental statistics.

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Confidential Book Guide

Arms and Industry, by Norman Angell. An analysis of the ultimate foundation of international relations.

Chance in Chains, by Guy Thorne. A Monte Carlo pipe-dream to be read between extras.

Clark's Field, by Robert Herrick. A Massachusetts version of Bleak House.

Florian Mayr, by Ernst von Wolzogen. A tale of musical Germany in the days of Liszt.

Germany and Its Evolution in Modern Times, by Henri Lichtenberger. The growth of a world power seen from within.

Germany and the Germans, by Price Collier. The result as seen from an American viewpoint.

The Goldfish. Anonymous. In which a successful New Yorker takes stock of his achievement.

The Health Master, by Samuel Hopkins Adams. Storified hints on hygiene.

How France is Governed, by Raymond Poincaré. An instructive unofficial announcement by the French President.

The Human Slaughter-House, by Wilhelm Lamszus. A German private's prevision of war.

The Iron Year, by Walter Bloem. A stirring tale of the Franco-Prussian war.

The Lodger, by Mrs. Belloc Lowndes. A detective tale that runs with the hare in the slums of London.

Midstream, by Will Levington Comfort. An autobiographical study in mixed motives.

Misalliance, by George Bernard Shaw. A bomb that fails to go off.

Oscar Wilde and Myself, by Lord Alfred Douglas. A venomous volume.

The Psychopathology of Everyday Life, by Sigmund Freud. The Freudian theories made testable by ordinary self observation.

The Titan, by Theodore Dreiser. A novel of commercial concentration.

Thirty Years, by Sir Thomas Barclay. A personal record of English-French diplomacy.

War, by W. Douglas Newton. Vivid incidents of the modern battlefield.

War Children

"WAR LORD" is one of the most egregious misnomers that cumber our language. To call people who make war "lords" is to indicate a scanty knowledge of them. A lord is something big and powerful and intelligent and mature and resourceful and wise and constructive and peaceful. Lords do not make war, because a lord must be a man, and men do not make war. Children make war, and immature adults. Men with mature interests find no time for it and no profit in it. Children quarrel and settle disputes by physical encounter. But though we have accustomed ourselves not to take those manifestations seriously, we seem to lose our heads when the game is military and properly bedecked with buttons and braid.

Why not stop fooling ourselves? Why not use a more appropriate term, such as "War Child" or "War Slave", instead of that most unsuitable term, "War Lord"?



Why Risk Decay?

Pure beer is food.

Light starts decay even in pure beer.

Any beer in a light bottle is exposed to danger of impurity.

Why should you risk this decay?

Why should any brewer ask you to?

Schlitz Brown Bottle keeps out light and protects the purity.

No skunky taste in Schlitz.

Get

Schlitz

in Brown Bottles

See that Crown
is branded
"Schlitz"

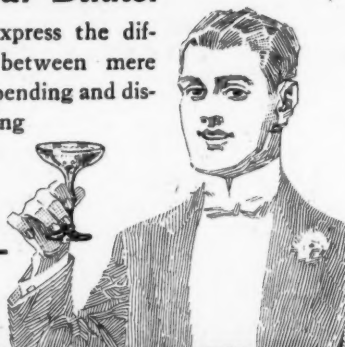
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Served Everywhere

AMERICAN WINE CO.
ST. LOUIS

Their Favorites

THE French Army—To be or not to be.

THE GERMAN KAISER—I'd rather be wrong than be President.

ABDUL HAMID—Onward, Christian soldiers.

CZAR NICHOLAS—Go west, young man.

ADMIRAL TIRPITZ—Pull for the shore, sailor.

COUNT ZEPPELIN—Women and children first.

WOODROW WILSON—Get together.

Text-books

A TEXT-BOOK is a collection of statements about a particular subject, arranged in such a manner as to stand between the pupil and what he might wish to know about the subject if his curiosity were aroused. It is not necessary for a text-book to be invariably inaccurate, because where it happens to be correct the teacher can always supply enough inaccuracies to make it satisfactory. Text-books are not always, but quite frequently, written by school-men who have charge of systems where their text-books can be used—this method opening the way, by advertisement, to their use in other systems—where other school-men are writing text-books also, thus establishing a kind of text-book reciprocity. Text-books are sold by publishers, who employ various means. Sometimes they employ agents, sometimes boards of education, and sometimes legislatures.

Here is a Jury!

George Ade
Walter Camp

Charles Frohman
Raymond Hitchcock
Jack London
Frances Starr

Joseph H. Choate
Acton Davies

John Drew
Charles Dana Gibson
Frederick Macmonnies
Otis Skinner

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VANITY FAIR

you will find an opinion of the magazine—each expressed in his or her own words—not only from these twelve but from sixty-five others equally worth consulting.

If you like the great English weeklies—if you enjoy unusual photographs of unusual people—if you are at all interested in horses and dogs and motors and golf—if you want the best fashions for both women and men—then you will like Vanity Fair.

The October number, now ready, is an excellent one to begin with. You can get it at any better class newsstand. Better still, tear off this coupon and let us send you, not alone this October number, but the five that will follow. The regular price is 25 cents a number, but you may have a six months' "try out" subscription for \$1 by using the coupon at once.



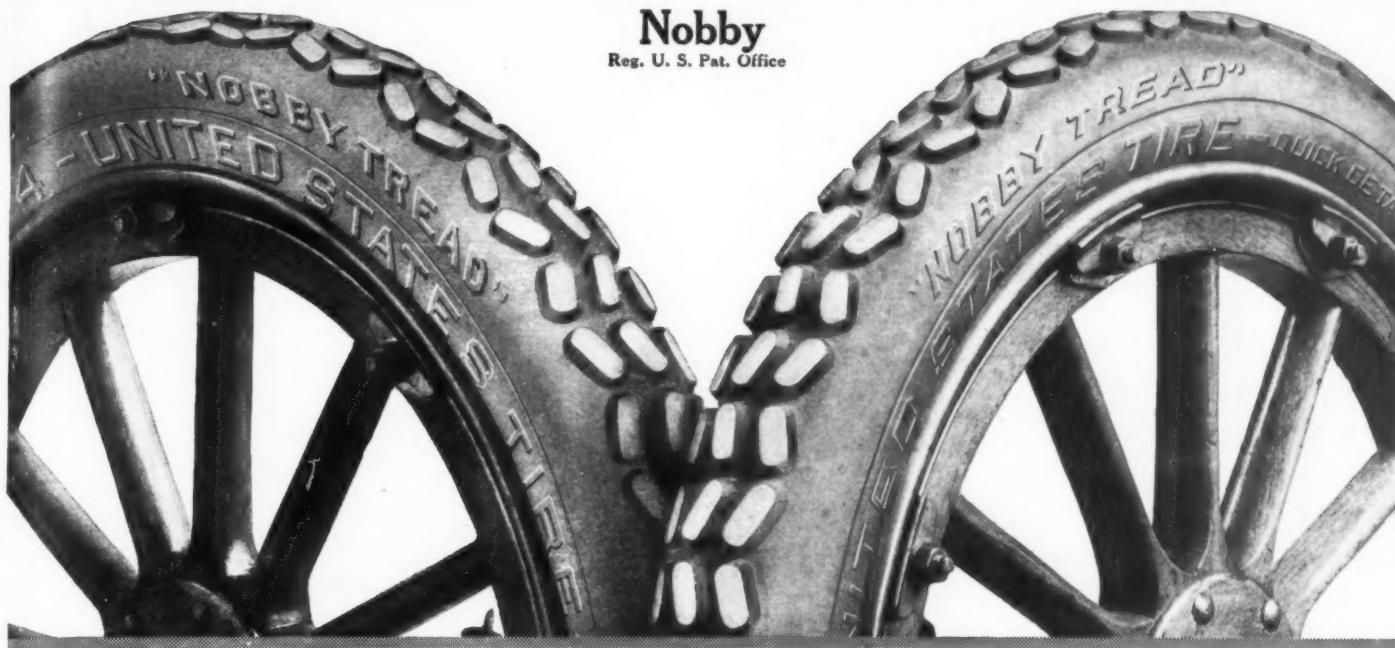
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